

VARIETY

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56 PAGES

H'WOOD '34 DIVORCES DROP

Want Fed'l Subsidy to Launch Television, and It Will Take Plenty

Electric Home and Farm Authority, one of the numerous NRA-created government bureaus, is the latest avenue of approach to the public treasury taken by the disciples of television-by-Federal-subsidy. With minimum estimates of the amount of capital required to launch a television industry placed at around \$200,000,000 and with big business indifferent to the urgings of television advocates, hope of any progress seems to lie with Uncle Sam and how much of that \$200,000,000 will go to start the boys off.

It is being urged that to stimulate a new industry at this time would fit in with the purposes of recovery. While the government has yet to reveal any attitude one way or the other on television subsidy, certain developments suggest the probable lines television must take if and when getting started. Costs are estimated to be triple that of radio both on sending and receiving.

Television will be limited to local communities if the engineering experience to date is any gauge. In other words, sight programs can be broadcast only within limited geographical radius. Efforts to transmit from New York to Camden, N. J., a distance of 90 miles, are reported as having convinced

ROOSEVELT NEW YEAR PARTY'S MUSIC MENU

Requests from the White House for the annual New Year's party Dec. 29 lists 'Home on the Range,' the President's favorite song, as the first 'must.' Second required number is 'The Continental.'

The party this year in honor of Franklin D. Jr. and John Roosevelt, will include the following on the dance program: 'You're the Top,' 'Merry Widow Waltz,' 'Anything Goes,' 'Two Cigarettes in the Dark,' 'Alabama,' 'Filtration Walk,' 'June in January,' 'Barful of Music,' 'You and the Night and Music,' 'Blue Danube Waltz' and 'Stay As Sweet As You Are.'

Meyer Davis, playing the engagement, has composed 'Harvard Glide' in honor of the Roosevelt boys to be performed immediately preceding the supper intermission. 'End of a Perfect Day' is the finale.

Hotcha Out

WEVD, New York airing series of programs from 187th Street Y.M.C.A. on negro life in Harlem. Instead of hotcha series to present the more cultural and educational aspects of the district.

Dr. James Weldon Johnson, of Fisk University, opened the series on Dec. 19. Next will be Dr. George Haynes on Dec. 26.

Just Trying

San Antonio, Dec. 24. Showless nifties here are giving the trade some semblance of floor entertainment with a local couple doing ballroom numbers. They oblige when called on by ork leader, which occurs every time they show up.

Gal is a pro, but male half of the team is a 60-year-old business man who takes his dancing seriously and thrives on the applause garnered. A few berries invariably mixed with the applause are no handicap.

BREEN REJECTS U STORY HEAD PROPOSISH

Hollywood, Dec. 24.

Universal's offer to Joseph I. Breen to become scenario chief has been rejected by the keeper of the morality seal for the Hays organization. Decision was made after Breen had been in telephonic communication with Hays and other producer association officials in the east. Also understood he got a nibble from Metro.

Industry's purity leader admitted that the Leammie offer was a flattering one but that he had been dissuaded from accepting on the premise that he could not be spared at this time.

Breen's contract with the Hays organization runs till March, 1936.

U.S.C.'s Pix Course;

Capra, MacDonald, Campbell Proffing

Hollywood, Dec. 24.

Motion picture activities at the University of Southern California during the winter break opening Jan. 7 will include four evening classes in cinema activities. Staff will include Frank Capra, director; J. Farrell MacDonald, actor, and Arthur J. Campbell, cameraman.

In addition to lectures, students will participate in actual production of an experimental sound picture.

MacDonald will conduct a course in acting; Campbell on cinematography.

60 SPLITS IN COLONY OF 20,000

Divorces Totaled 84 in '33 and 81 in '32—One Bust-Up Over Cards

NO DIRT

Hollywood, Dec. 24.

The local picture bunch for 1934 is below the film colony divorce record of previous years. There were 80 divorces granted to people in pictures this year, and there are some 20,000 employed by films in Hollywood. The colony's divorce list in past years was '31, 90; '32, 81; '33, 84.

And unlike some previous years, there was no dirt connected with the 1934 divorce crop, as heard in the courts. Those who abrogated their marriage arrangements were: Irene Bentley, who severed the knot with George Kent in Mexico; Louise A. Bradbury divorced her cowboy star, Bob Steele; Chloe Ruby quit Harry Ruby; Kay Fran-

The Cherry Chirp

Chicago, Dec. 20.

Editor VARIETY: We saw in your paper of Dec. 13 a most insulting article written on the Cherry Sisters, saying that we played behind screens. This is false and vicious.

And now we will state right here that we, the Cherry Sisters, have never played on any stage in all of our stage career behind nets or screens and never saw anyone who did. And why should we, when we give one of the best and cleanest acts that ever appeared on any stage? But we have been persecuted by some unprincipled booking agents and managers and editors who are unworthy of the name of movie.

And the connecting of our pure name with that Rand woman (Sally) is another insult.

We hope other papers and periodicals will take notice. For in the future any publisher who dares to connect our name with screens or nets on any stage, or any other falsehood, will be taken care of through the courts.

Patience has ceased to be a virtue with us any longer. *Addie and Edith Cherry. (The Cherry Sisters.)*

This letter came in written on two sheets of stationery, one from the Hotel Eurion, the other from the Hotel Marlton. The girls must be playing a route of writing desks.

Air Show Pulling Ermine-Wrapped 'Carriage Trade,' In on the Cuff

A Blizzard

Broadway is seeing its greatest restaurant revival of all times. All are primed for the same purpose—to reincarnate the spirit of the now time-honored and historic Jack's, Shanley's, Rector's, Churchill's, Reizenweber's and kindred lobster palaces.

Since all these famous old New York landmarks are now history, each new operator, no matter how many are already open, opines that none has yet grasped the true atmosphere of yesteryear, and so they pile on.

At least one of the 80-odd free shows weekly broadcast before invited audiences in New York City has developed what the theatre world would call a 'carriage trade.' That means limousine-transported patronage in top hats, evening clothes and ermine wraps. Such a turnout is a weekly phenomenon of the gratis show at the RKO Center theatre, Radio City, every Sunday night at 8 p. m. for the 'General Motors Symphony series.'

This is probably the classiest broadcast series in radio history. Guest stars and conductors embrace the entire roster of the concert world. Just what effect the free shows with 8,000 auto-foamers in the audience weekly may be having on the Carnegie hall appearances of the same personalities may be a separate story.

Meanwhile even the mighty Arturo Toscanini himself is tentatively lined-up for the next 13-week series which follows the current baker's dozen just after the first of the year. Guest stars to date have included Richard Crooks, Grace Moore, Albert Spalding, Geraldine Farrar, Jose Iturbi, Jascha Heifetz, Harold Bauer and Lily Pons. Scheduled for future Sundays to sing or play before the soup-and-fish free audiences are Lucrezia Bori, Yehudi

(Continued on page 55)

8-FL. 'SCRAPER TO 'INSPIRE' SCRIBBLERS

Hollywood, Dec. 24.

Metro, working on the theory that Grade-A milk only comes from contented cows and that discontented writers can't turn out what it takes in the present cubby holes in which scribblers are housed, is drawing up plans for a six or eight-story building in which the scribs will be located. If there's a 'quake the first one down is a sissy.

Currently scribblers are scattered over the studio in various buildings with the offices accorded the writers a traditional burn among writers on the lot.

Site for the new building and its modernized offices not yet picked.

Y.M.C.A. Out in Open For Birth Control With Radio Series

Young Men's Christian Association comes out openly for birth control in a new series of radio lectures over WEVD, New York. Two years ago the station started same idea, but let it die out after a time.

New series on Friday nights at 8:45 o'clock. Dr. Marie Pichel Warner, a director of Margaret Sanger's clinic, was the first to hand out the palaver (21).

Y.W.C.A. attitude not reported!

Str Becomes Theatre

Ottawa, Dec. 24.

The Government has authorized the transformation of an outmoded prison at Winnipeg into a theatre, no loss.

CIGARET FIRM AFTER NEW ORLEANS GAME

Old Gold is figuring on an indie hookup to carry the Tulane-Temple football game from New Orleans on New Year's Day. Proposed broadcast calls for tying in 12 stations through the south and south Atlantic.

If the cig' account looks to the webs for assistance in clearing these spots it will probably find itself strangled by two situations. One involves an auto broadcast over some 80 CBS stations, scheduled to run from 2:30 to 6:15 p. m. EST, that day, and the other is the Pasadena Rose Bowl game (Alabama-Stanford), which NBC has arranged to feed, to practically all its affiliates except those on the basic blue (WJZ). In either case the New Orleans game would overlap for eastern outlets.

Nash has a similar marathon program Xmas Day.

Using Boston Screens To Find Dr. Bigelow

Boston, Dec. 24.

The screen is being used as an aid in locating Dr. George H. Bigelow, missing director of the Massachusetts General Hospital, Boston. Special trailers showing in Boston theatres list complete description of the noted doctor, who has been mysteriously missing from his home nearly three weeks.

YOU'RE GOING PLACES WITH

THE
BIG

SHOT



"Have you seen Irene Dunne in 'Sweet Adeline'?"

"I hear Bette Davis gives a simply marvelous performance with Paul Muni in 'Bordertown'."



"My dear, you must see 'Sweet Adeline' with those grand Kern & Hammerstein songs!"

Seasons



"I can hardly wait to see Rudy Vallee's new picture, 'Sweet Music'!"



"Gee—what a grand direction job Mervyn LeRoy's done in 'Sweet Adeline'!"

"Have you heard that Warners are going to film 'A Midsummer Night's Dream'?"



"Thank heaven that's over! Now we can go the Paramount and see 'Sweet Adeline'."



Greeting!

Overheard by Warner Bros.



"Don't miss 'Sweet Adeline'. It's the swellest musical yet."

"If you call that a thrill, mister, just wait till you see Jimmy Cagney and Pat O'Brien in 'Devil Dogs of the Air'."



"They say 'Bordertown's' the best thing Paul Muni has ever done."

RADIO RAPS BUSYBOIES

Radio as a Patsy

Arthur Pryor, Jr., of the Batten, Barton, Durstine and Osborne agency, speaking in Boston last week, and Thomas Rishworth, of station KSTP, speaking in St. Paul the previous week, both rapped the meddlesome, undocumented, busybody criticism of radio programs for children leveled at broadcasting by parent-teachers and the "uplift" crowd generally. While admitting there may be grounds for complaint against some kid shows, both speakers flatly stated that loose talk and ready denunciation, without facts to prove the evils or suggestions to remedy, will be resented and related by the radio advertising world.

This is stout common sense. Nothing is to be gained by either the apoplexy of fright or the apologetics of confession every time the accusing finger is wagged in radio's direction. Let radio put the burden of proof where it belongs, with the prosecution and not with the defense.

It's debatable that any conclusive evidence has ever been brought forward to prove that play or motion picture ever planted temptation in minds where evil sprouts were not already rooted. Common decency rejects pornography and unwholesome counsel. Bad taste or obscenity regulates itself because it does not pay and its audience is limited to the pathological fringe constantly harassed by the gendarmes anyhow. Yet the same crowd that saddled America with prohibition continues to favor arbitrary censorship as a substitute for self-regulation.

As a matter of fact, radio has been polite to the point of asininity, sweet to the diabetic stage. Radio has been guilty of cheapness and tawdriness and phony sentimentality, but it's always been on the side of obedience, reverence, holy wedlock and pinch. For radio to start apologizing for not being on the right side is both a contraction and an absurdity. Radio is probably the most sanctified amusement in the history of entertainment.

Very questionable, scientifically, if the possible effects upon children of over-melodramatic programs has anything whatever to do with morals. Parent-teachers' best argument, but the one least used, is that the excitement generated by some of the radio goose-pimple certain agitates the youthful composure to the detriment of orderly habits, good digestion and nightmare-free slumber.

Amidst the crime waves, kidnappings, etc., it is quite natural that the viewers-with-alarm should single out radio and try to isolate the germs of temptation in some of the melodramatic episodes dished up for kids. But only the frisk air of common sense is needed to clear out the fumes of nonsense cluttering up a civilized approach to the crime problem.

Radio should refuse to be the patsy for the reformers.

PRYOR SCORES LOOSE TALK

**B. B. D. & O. Agency Exec
Attends Boston Uplift
Meeting and Rebukes
Delegates as Theoretical
Rather Than Practical**

CRIME ANGLE

Boston, Dec. 24. Arthur Pryor, Jr., v.p. in charge of radio for the Batten, Barton, Durstine & Osborne agency, last week took to task those who have made it a practice of publicly panicking certain types of programs as detrimental to the adolescent mind. Pryor scored this criticism as being without factual basis and urged that the critics, instead of citing wild assumptions and generalities, undertake a clinical study of the problem, and, if conditions are found to be as they claim, submit constructive suggestions for their improvement.

Occasion of Pryor's remarks was a meeting sponsored by the Massachusetts Civic League and chaired by Roger Venn, secretary of the Private Schools Association. Group invited to discuss the subject of radio programs and their influence on children represented the teacher, welfare, religious and parents' associations. Pryor was asked to attend as a delegate from the business of commercial broadcasting.

After listening to one delegate after another giving testimony as to what they thought was the deleterious effects of radio entertainment, with most of them singling out melodramas and horror stories, Pryor got up and declared that he was particularly impressed by the looseness and baselessness of the various talks. No sound evidence had been marshaled, he said, to back up the contentions and averred that it was about time that the critical element put up or shut up.

Pryor suggested that a constructive approach be made toward the public by appointing a representative committee to study the alleged defects and propose ways of improvement. This committee, he said, should be representative of parents, teachers, physicians, welfare workers, advertising agencies and broadcasters.

The meeting voted to follow the steps proposed by Pryor.

Crime Commission Squawks

U. S. Crime Commission has complained on air entertainment that meller sketches and horror programs are dangerous, especially to children. Proposal to shut these programs on at a late hour when kids would be in bed, is met with the trade defense that this would only keep the children up late. Another angle is that if the horror or other wild and woolly program had to go on the air late at night, commercial sponsors would not be interested in maintaining the time.

There are quite a number of programs of the type to which complaints are leveled. To the average mother, however, actually these programs excite kids to the point where they become a threat to digestion and home work rather than morals. A recent survey over New Jersey, canvassing 1,500 children, showed that the majority liked adult programs best anyhow.

While pictures are not as accessible to children as the radio, the film industry, through the M.P.P.A., has assured Attorney General Cummings that it will co-operate to make films showing crime doesn't pay.

St. Paul Meet on Kid Programs Calls Radio Villains Likeable; Suggest Boycott, Probation

CBS' Record

With the \$1,700,826 it figures to do this month, CBS will come out of 1934 with the biggest fourth quarter in time sales receipts for many side broadcasting link in the history of the business. October-December lap of this year will give Columbia a gross of \$5,186,185. For the seventh successive month CBS, in November topped the gross income of NBC's red (WEAF) loop. Columbia did \$1,679,689 and the red, \$1,699,132. NBC's blue (WJZ) network gathered \$999,142.

St. Paul, Dec. 24.

Outright boycott of goods manufactured by sponsors of objectionable radio programs for children.

Petition the sponsors to modify present objectionable programs.

Give the sponsors 90 days 'probation' in which to delete lurid phrases; if not improved within that time, clamp on the boycott.

Ask NBC to make a nation-wide survey of the good and bad radio programs now being purveyed for children.

Accept as the direct responsibility of the parents in every home just what programs the child shall be allowed to hear.

These suggestions were voiced by various spokesmen among 240 militant Parent-Teacher Association members, Boy Scout, Campfire Girl, SERA, and University of Minnesota representatives at the John Hay school in Minneapolis Tuesday (23) night, in a meeting called by Thomas Dunning Rishworth of KSTP in answer to blanket condemnation of all children's radio programs by Minneapolis P-T-A groups.

Rishworth, whose ire was roused by the stand taken by T. P. Giddings, supervisor of musical education for Minneapolis schools, who had opposed the Winter Danmoch Music Appreciation Hour, asked the assembly to differentiate between all-radio programs for children, and the good and bad ones. Giddings, who had been specifically invited, failed to show.

Rishworth pointed out that listeners should support good programs by saying so and not merely sitting back in silent contentment. He cited that but five St. Paul and seven Minneapolis public schools use the Danmoch hour, despite endorsement by Mathilda Heck, supervisor of music for St. Paul schools, and the fact that Giddings is a member of the NBC advisory board.

Judge H. Z. Mendow declared, "Radio is too new for us to assume it is corrupt. It is called a puzzle. We must study this thing before we get ourselves excited and talk about boycotts and control of the sponsors. It strikes me as strange; continued hiss-zoner, that commercial sponsors manage to educate our children to listen to their programs, while we, the parents, cannot educate them not to listen."

Judge Mendow advocated strict home censorship, pointing out that he had told his eight-year-old daughter on the idea of listening to Eddie Cantor, Joe Penner and Jack Benny, with the result, said the jurist, that she has a pretty good sense of humor. Judge Mendow further claimed that when his alleged blood-curdling programs, they never affect her ten hours' sleep.

In rebuttal, a gent who introduced himself as "just an ordinary parent" drew salvos when he declared that he is a parent, and therefore must admit, "I do not control the dial in my home. The owner of that radio dial is Freddy." This speaker also pointed out that while 500,000 letters may pour into the sponsor's offices for some "free" gadget, the sponsor should not kid himself into believing that those 500,000 letters are messengers of buyers' good-will.

Marching on Parents "I believe," said this parent, "that 80% of the parents whose offspring are awayed by this type of radio salesmanship harbor resentment against the sponsor. As a parent, he has to venture outdoors in a snow-storm to buy a three-cent stamp in order to get a letter off before deadline, he's not very enthusiastic about that manufacturer's sales drive, or his product. Personally," he continued, "I have made it my (Continued on page 32)

DON WTHYCOMB McCOSKER OUT LOOKS SET AT AS WOR PRES? WFIL

Philadelphia, Dec. 24.

Donald Withycomb, present head of NBC station relations dept., will be announced as the new manager of the combined WLIT-WFI outfit (now titled WFIL) this week, it is expected. However, it is understood WLIT will immediately grant him a 60-day leave to work with NBC's new station compensation scale soon to be established.

Federal Communications Commission is expected to give final okay to WLIT-WFI merger this Thursday (27).

Withycomb was considered too expensive for the WFIL payroll, but a conference with the local execs at New York last week is said to have resulted in an amicable salary arrangement. New director will take over complete carte blanche assignment. Salesmen for both local outfits were directed on Friday (21) that all incoming accounts must be cancellable by Jan. 1.

Proposed staff changes may send Myrdene Lewis, WFI manager, to the new combine as program director, with Joe Nassau, WLIT chief, apparently out. Several months ago Nassau was seeking control of WIBG, local indie, obviously pre-empting the present course events.

Wants More Power

WFIL will make application for increase of transmitting power when the new set-up has been completed. Studio site not selected as yet, although definitely decided that the station will have a city-office building location. New transmitter will locate in the suburban Manyunc district, to replace the brace of aerials being dismantled atop the two adjacent department stores. This will eliminate interference between WFIL on 560

It was understood in radio circles Monday (24) although not officially confirmed that Alfred J. McCosker has resigned as president of WOR, Newark.

His retirement is understood to take effect next Tuesday (26). McCosker's contract, which had about a year to go, is reported amicably settled by the Macy department store interests which operates the station.

McCosker, who has served two terms as president of the National Association of Broadcasters, took over the management of WOR for the Bamberger store in Newark eight years ago. Previous to that he did a chatter program on the outlet tagged "The Hollywood Reporter".

Macy Interests has also adjusted McCosker's stock holdings in the station.

John Boles for Lux

Hollywood, Dec. 24. John Boles is New York bound to take over the Lux hour with Helen Chandler the night of Dec. 30. Returns here by plane for New Year's.

kilocycles with WIP, across the street in Gimbel Brothers emporium, operating on 410 kilos.

Withycomb's initial move will be to needle the commercial prospect of the combination, outfit having lost approximately 75% of its NBC shows when KYW usurped the red (WEAF) web in the local territory. WFIL now brings WJZ (blue net) programs to the Philly area, is faced with the prospect of adding its rate card to the current WJZ chain. Withycomb's problem will be to convince national accounts that WFIL deserves addition to other budgets.

It is expected that the new manager will take charge next month immediately after the WLIT-WFI merge becomes effective.

WFBL, SYRACUSE, 50c A SHARE DIVIDEND

Syracuse, Dec. 24.

Onondaga Radio Broadcasting Corporation, operating WFBL (CBS), will pay a dividend of 50 cents a share Jan. 3 to stockholders of record on Dec. 23.

There are 2,400 shares outstanding.

VERNON PRIBBLE IS NEW WTAM MANAGER

Cleveland, Dec. 24.

Vernon H. Pribble has stepped into the manager's post at WTAM, succeeding W. W. Smith, finally settling two-year-old rumors about a switch in management.

Pribble was on advertising staff of Chicago Tribune for eight years and also at WGN, Chicago. Smith is now in Florida recovering health before taking over a new NBC job. No other staff changes planned by Pribble.

PLUTOCRATS' HOLIDAY IN COLORADO NOT LIKED BY INDIES WITHIN N. A. B.

National Association of Broadcasters is faced with revolt from among the membership against the decision of the NAB directors to hold the organization's 1935 convention in Colorado. Station operators, opposing the selection, aver that the expense involved will make it tough for a hefty share of broadcasters in the east and other sections of the basic area to attend. They point out that the choice of a swanky summer resort, such as Colorado Springs, may be right up the financial alley of the NAB officers but it can only serve to alienate the members with skimpy pocketbooks.

It may be objected to the Grand Canyon idea, the NAB is to continue as the spokesman for the big and small alike, it can't afford to breed discontent by making such a convention attendance a hardship on the latter. Important problems of the industry, they state, are due to come up at this summer's meet and it is in the organization to make a maximum attendance possible. Since the other, overwhelming majority of members come from the basic territory the points selected should be within that area. For the eastern broadcasters the Colorado encampment will, to say nothing of summer resort hotel and food prices, entail things—any of these nights of train-riding either way.

Opponents of the Colorado designation recall the small attendance and the resentment that the staging of the convention in White Sulphur Springs, W. Va., garnered two years previous. An appreciable percentage of the attending NAB delegates were put to the inconvenience of having to do their chomping in the village of White Sulphur instead of the hotel at which they were stopping. This March elected to let the stuff going cease with the room rent at the resort hotel selected by the NAB's executive committee.

At a meeting held in New York the week before last the NAB board of directors agreed to toss the 1935 convention somewhere between July 1 and 15, with the place in Colorado and the exact date to be left to the officers' discretion.

ROXY SETS UP PHILLY GANG

Philadelphia, Dec. 24

Plans for Roxy's Philly gang were completed this week, with the shows to air locally via WCAU Sunday afternoons. Programs will follow along the same informal lines used by Roxy until last year, from New York on NBC.

Ork will be recruited from the Roxy Manhattan Theatre, titled the Cosmopolitan Orchestra, a 55-piece unit, stationed by the house's conductor, Adolph Kornspan. Among the talent to be used will be Yascha Bunchik, former vocalist at the Apollo (N. Y.); William Morton's guitar handled by Leon Leonard, and several other warblers and instrumentalists who were formerly associated with Rothafel. Roxy will also use many of the singers now performing on the Saturday eve commercial for Casoria via CBS. Plans include a comprehensive search in the local area for talent to augment the present set-up.

HUBER TO TOUR RUSSIA WITH PIANO PRODIGY

Baltimore, Dec. 24

Freddie Huber, director of WEAL, will accompany Shura Cherkassky, concert pianist, on latter's tour of Russia next spring. Huber discovered Cherkassky 11 years ago and was his first manager when he last was hailed as a boy prodigy.

Pair sail March 2 for England, thence direct to the Soviet.

Happy Shovelers

Edward and Henry Peterson, grave diggers by profession, are giving a special Yuletide program out over WMCA, New York, on Christmas Eve, Carols to be played on a sither and a violin.

Two young dirt-allergers, 21 and 24 years of age, respectively, work in a cemetery at Belmont, Long Island.

BIG BIZ WAX SERIES VS. REDS

Dubuque, Ia., Dec. 24

National Association of Manufacturers, New York City, has started out a batch of waxings to various radio stations throughout the country, designed to fight communism. James C. Schlegel, a senator out of the disc, aims episodes in all being shipped free of charge to stations co-operating. Some 115 stations have taken the series to date.

WABC goes under the title of 'The American Family Robinson'. In the case of WKBE, local outlet, the station had the local association of manufacturers sponsor the presentation, thus giving it a commercial rating.

Film Cowboy Airing

Hollywood, Dec. 24

Masoro's new serial star, Gene Autrey, after completing his first thriller, flew to Chicago Friday (21) to assume production for Sears Roebuck. He returns here for another serial which will be produced after 'Tom Mix's Texas Ranger'. Autrey has been on the NBC outlet for the past five years.

Forker Joins L. & T.

Los Angeles, Dec. 24

Don Forker, for past six years advertising manager for Union Oil Co. on the coast, left tonight (24) for New York to enter the Lord & Thomas Agency.

Forker will work with the division handling the Lucky Strike account.

N. Y. Frames Musicians' Relief Series; Stars in Clusters, \$10,000 an Hour

Though there's nothing in it for them but prestige and the chance to build up the value of late Sunday night time, the NBC and Columbia sales departments are scouting around for a commercial or group of commercials to underwrite a series of four charity broadcasts. Webbs are asking for \$10,000 per program. Entire amount will go to the Unemployed Musicians' Relief Fund.

Time proposed is the 10:30 to 11:30 stretch for any consecutive block of four Sunday nights between now and Feb. 1. Broadcast will be strictly metropolitan, with WEAF, WJZ, WOR, WMCA, WINS and WEN contributing their facilities. Webbs are making no guarantee as to what talent will be on the programs, but they do make the assurance the cream of air names will be induced to participate, providing that the products of the underwriters and those of regular sponsors do not conflict. A commercial may buy any one or number of the four broadcasts.

Two Lists

Networks have made up two sample talent lists for submission to prospective bankrollers of the idea. One list contains the names of Paul Whiteman, George Gershwin, James

Club Dates Go Radio; WMCA, WEVD Afloat From Talent Sideline

Plugging of their artists bureaus over the air has become an important sideline with practically every station in New York City. All outlets with the exception of WMCA and WEVD take some measure of time out during the day and night to tell tuners-in that entertainers for banquets, public or private parties and suchlike meets can be engaged through the station.

The first plugger of the party idea is WOH. This station's booking bureau is mentioned over the air at least once an hour. WHN, WINS and WNEW are somewhat less regular about it, while NBC, as represented by WEAF and WJZ, and Columbia by WABC each plug in at least four ticks a day in behalf of their talent services.

With these sources to contend with, the indie club bookers have found the going tough this season. What makes the competition particularly hot for them is the buyers' fancy for being able to print on the program 'NY or the Columbia Broadcasting System presents'.

Feen-a-Mint Amateur Show First on Web

Feen-a-Mint sponsors the first nationwide broadcast of amateur entertainers as its new series starting Dec. 30 over CBS. Outside of a small coterie of professional talent to draw up the program, all of the others will be air novices. To come over WABC from 6 to 6:30 in the spot vacated by Gershwin and his music.

Ray Perkins will m.c. Arnold Johnson's orchestra to play, with Harry Von Zell in for the announcing duties. A jury of five persons will separate the best one each week. Station combing wide territory for these debuts. A professional trio will also probably fill in.

Health Products' search for something novel to air this amateur stunt, due to its widespread character over the entire country at the moment.

Melton, Phil Baker, Joe Penner, Jessica Dragonetta, the Revelers, Guy Lombardo, Gladys Swarthout, Burns and Allen and Amos 'n' Andy, while the other late proposals: Fred Waring, the Mills Bros, Jack Benny, Morton Downey, Boswell Sisters, Fred Allen, Virginia Rae, Eddie Cantor, (44-45) in the country at the time), Casa Loma band, Edwin C. Hill, Nina Martin, Stoppa and Budd, Frank Munn and Frank Black.

Death Chair Sentence

Zanesville, O., Dec. 24

Russell Swiger, 21, convicted slayer of Harold Fleming, 15, gas station attendant during a holdup on September 24, was sentenced to be electrocuted in the Ohio penitentiary on April 6, by Judge P. H. Tenneshill in common pleas court here this week. Motions for a new trial were overruled.

Swiger was a radio entertainer and orchestra leader. Miss Grace Mitchell, radio singer of Pittsburgh, whom Swiger said he wished to wed, appeared at both trials as a defense witness.

Inside Stuff—Radio

Broadcasting, with Grade A artists on a chain hookup and with disked programs spotted over stations in sections where local dealers face certain types of 'competition', has been suggested as steps which the Memorial Extension Commission, the trade's promotional body, should use in publicizing the 'Memorial Idea'.

Roswell M. Austin, secretary of the MEC, told members of the New York State Memorial Craftsmen, at the recent annual convention, that two kinds of radio programs had been suggested. On the national hookup, the message delivered would be more general than on the waxed program. Latter would be spotted to combat what leaders of the monument industry term 'the menace of speculative no-monument cemeteries and of promotional public mausoleums. Presumably, local dealers would have at least the moral support of 'old line' cemetery associations in their radio and newspaper fight on these types of burial places, for the regular cemeteries are strongly opposed to them and the state and national associations work with the MEC.

Only outdoor gals, such as Joan Lowell, Ruth Elder, Alice LaVare, Helen Ritchie, Gertrude Elderle, Babs Bickerton, Georgia Coleman, Helen Hicks, Helen Meany and Louise Thayer, will be used as subjects of a series of dramatized episodes which Crystal Corporation will air over CBS starting on Jan. 5. New program which will plug cosmetics, will be heard on Saturday evenings from 7:30 to 8 o'clock.

Besides the life stories of the femme huskies, there will be added variety entertainers. Gladys Barton, Gladys Preston for the vocal, and Victor Arden's orchestra for the music. In between Kay Carroll will inject the beauty expert advice.

Program label will be The Outdoor Girl Beauty Parade. Miss Lowell may head initial half hour.

KNX, KFI, KRWB and KHIJ are splitting costs on a Coast technical survey of the receptive power of their stations in western territory. Test is in connection with the country-wide canvass being made by cleared channel stations in order to have ammunition to present to the Federal Communications Commission and halt the dividing up of the frequencies.

Testing equipment in the west is to be installed at Los Angeles, Seattle and Denver.

U. S. Supreme Court's decision which upheld David Graves' George's claim to the authorship of 'The Wreck of the Old 97' came as a stiff surprise to both the phonograph and music publishing industries. George's royalties from RCA Victor, it is estimated, amount to around \$300,000.

George got the verdict in the lower court. The circuit court of appeals reversed the verdict. Isaac D. Wertz, CBS' vice president in Philadelphia, was among the counsel engaged by RCA Victor for the litigation.

Broadcast of Christmas charity fight sponsored by 'Cleveland News' nearly hit backstage rocks when Barney Ross' manager objected to airing of fight without getting extra compensation for it.

Battle raged between him and officials almost up to opening of show. Reported that Ed Bag, sporting editor of sheet, threatened to pull Ross off the bill if the scheduled webbed account of fight didn't go through WTAM. John Royal, NBC exec in town on business, interceded and finally ironed out the ruckus.

Winners of the top prizes in Camay's 'Dreams Come True' contest, sponsored by Procter & Gamble and plugged on its thrice-weekly afternoon spot, with Barry McKinley, baritone, over the NBC red line, were bunched. None were eastern winners. Winner of the first award—\$1,000 or year for life, or \$10,000 in a lump sum—is a Chicago girl; of the third prize, a Springfield, Ill., woman. Winners of the second and fourth prizes live in Sand Point, Idaho, and Cleveland, O., respectively.

Jack Benny, wanting to make his sustaining pickups from the Billmore difference, decided to issue a series of character about 'NBC artists. Network liked the idea when the bandman picked on Wilson Brown, managing editor of Radio Stars Magazine, to do the patterning.

Grounds given by the web for its attitude was that the inclusion of Brown would show favoritism toward a fan mag and might lead to an embarrassing situation.

New 435-foot vertical radiator at WBT, Charlotte, N. C., is now in use replacing the old two-tower antenna. Because of revolutionary ideas embodied in the construction for the first time, including a new radial ground system, A. B. Chamberlain, chief engineer, and W. B. Lodge, assistant general engineer for Columbia, have spent some time in Charlotte preparing a series of articles for engineering journals and papers for delivery before scientific societies on the new tower.

What its inventor describes as the first radical improvement in the gramophone since its invention, more than 100 years ago was patented Wednesday (24) by Anthony 'Monk' of the artist-staff of Station WGLI, Lancaster, Pa.

His invention is a new type reed with a single steel tongue, making it possible to cut the weight of the instrument nearly in half.

'Folies Bergeres' revue which opens Christmas night at the French Casino, N. Y., complained again today to R. L. Watkins Co. (Dr. Lyons toothpaste) for using the 'F. B.' billing in the Sunday night Manhattan Merry-Go-Round programs on the air.

The Watkins company has desisted and instead mentions that one of two of its artists are from the original 'Folies Bergeres' in Paris.

KNX has formally requested KHIJ and KMTR, of Los Angeles, to make air retractions of the Los Angeles Times editorial based on KNX and its independent stand on news which was broadcast from those stations. Demand for retraction is a sequel to recent filing of a suit by KNX against the Times in connection with the editorial.

Studio Plaz in Paris, France, invited 100 guests to hear Lucienne Boyer sing 'Hands Across the Table' by radio from New York.

Something happened to the reception, and all the auditors got was a lot of screeches they didn't think were emitted by Miss Boyer. So the studio put on a couple of Boyer disks made a year or so ago.

With the lyrics changed to suit the requirements of the network's canon, 'Laud, I Give You My Children' has been okayed for release over CBS. The spiritual, published by Miller Music, Inc., is also back to its original title. Columbia has objected not only to some of the verses but the second choice of title, 'Satan, I Give You My Children'.

In rehearsing for her commercial broadcasts, Mary Pickford combined radio and picture technique. Reading her lines before the mike, Miss Pickford got a sound track playback to personally criticize herself.

Hotel St. Francis in San Francisco (4) upset a few radio people. Ed Fitzpatrick who lived there was wounded at around five in the morning and just did get his niddle before he was forced to leave his room. KYA's remote to the hotel was completely destroyed.

CANAL PROTESTS NEW

American Chain Now Linked 100% by A.T.&T.: Drop Western Union

A. T. & T. facilities are now used throughout the entire ABS network. Went into effect last week. Heretofore a Western Union line, with repeater points along the way, was run through each of the seaboard stations. Gradually these were replaced one by one by A. T. & T. equipment, and since October the only outlets operating thus were in Washington, Baltimore, Wilmington and Trenton. These last four were changed over this month.

Station WCFL, Columbus, is the latest to join the chain. Edgar Wolf is president of the Columbus Broadcasting Corp., which owns and operates this new link. Transmitting on a cleared local channel of 1210 kilocycles, with full time, station was recently assigned its present call letters. Formerly was known as WSEN. New shift in effect on Christmas Day.

CBS RETAINS REAM AS RESIDENT-ATTY.

CBS headquarters now has its own general office lawyer. He is Joseph R. Ream.

All questions pertaining to time and talent contracts or routine office matters with a legal twist are to be taken up direct instead of referring them to the web's outside firm of lawyers.

UNION OWNED WCFL BELOW SCALE!

Chicago, Dec. 24.

Station WCFL, owned by the Chicago Federation of Labor got into Jan with the Chicago Federation of Musicians last week with Jimmy Petrillo, head of the union, pulling out the band of nine men when he discovered a kick-back system on salaries. Station originally carried an orchestra of six men, but new chiefs of the proposed network set up a band of nine members with the musicians handing back portions of their wages. Petrillo removed the nine men from the station when he learned of it and sent the station six new men.

Union Jam-Up

Affiliated Radio Network, which was to have comprised WCFL, the Chicago Labor station, and some 22 indie outlets in Illinois, Indiana and Wisconsin, has postponed its inauguration indefinitely. Announced starting dates at intervals during the past few months but never got started at all. WCFL's chiefs state they want to hold off the start of the new regional web until at least March 1, when it is expected that the new 5,000-watt transmitter of WCFL will be ready.

RUTHRAUFF & RYAN 'STATE FAIR' OKAYED

Goodrich Tire has okayed the 'State Fair' idea submitted by Ruthrauff & Ryan, agency on the account, and the program will make its debut on NBC's red (WJAZ) link either Feb. 8 or 16. All contracts are for 39 weeks, with the running time 45 minutes and the hook-up coast to coast.

Cast includes Ted Lewis, Doc Rockwell, the Silvertown Singers (14 voices), Phil Duesy, Lucile Manners, Peg LaCetra and Tim and Irene.

Ford, Chevrolet Stick On EA7, Madrid, Spain

Both Ford and Chevrolet have renewed for their shows on EA7, Madrid, and its allied stations. In either case this is a crucial show running an hour. Contracts are for 52 weeks.

Makes the third year for each of these auto makes on the Spanish key station.

Long's 50,000-Watter

New Orleans, Dec. 24.

Huey Long sent through his legislature a jump in corporation tax to take care of a 50,000-watt water to be built on the Louisiana State University campus at Baton Rouge.

Ruey has not agreed as yet where he will get programs.

SLASHING SUPER-POWER FEB. 3?

Action by Radio Commission Based on Canadian Squawk—CFRB, Toronto, Claims Interference—Industry to Back Crosey in Fight for Stay on Cancellation of Experimental 500,000 Watter

LAW SUIT PROBABLE

Cincinnati, Dec. 24.

Joseph Chambers, technical supervisor of WLW, returned Saturday (22) from Washington and denied Associated Press report from that city reporting that the Federal Communications Commission had notified the State Department that it had ordered WLW to reduce its power at night from 50,000 watts to 5,000 watts as a result of protests from the Canadian government that station is blanketing Dominion sound towers.

Chambers was in Washington to discuss method of overcoming protests of WLW interference to Canadian stations. He says job will be done without reducing WLW power, which is strongest commercial transmitter in world.

Chief trouble in Canada concerns Station CFRB, Toronto, which is at 590 on dial. WLW is 700 and WOR, Newark, another powerful station, is 780 on dial. Chambers stated that solution to CFRB trouble can be worked out by changing its frequency, for one thing.

Present WLW broadcasting permit is for six months and expires in February, after which measures will be put into effect to relieve Canadian interference, according to Chambers.

Washington, Dec. 24.

American broadcasting industry's first major experiment in super-power operation ran into international complications last week, and appeared bound for Federal courts in significant legal test of basic principles of communications regulation.

Although formal announcement has not been made, Federal Communications Commission last week voted to cancel the special experimental authority of Crosey's 50,000-watt WLW at expiration of present license period, Feb. 8, 1935, in response to Canadian protests. Crosey, supported by virtually the entire American industry, is expected to carry the matter to court in an attempt to obtain stay of commission order.

Bound up in complicated international and political circumstances, basic issue on which fight will be based involves the question of whether the United States or Canada shall write regulations under which American broadcasters will operate.

Formal statements were withheld today at both the Communications Commission and State Department, but from other quarters it was learned that United States authorities have decided to knuckle down to the Dominion instead of fighting the question to a showdown.

Because Crosey's special grant has six weeks more to run, Communications board is not expected to announce its action until the license period is over. Crosey likewise is expected to sit back and wait for definite order before instituting legal proceedings.

To Reduce Night Strength

Unless political pressure forces the commission to alter plan, Crosey will be authorized upon expiration of present license to continue operating with 50,000 watts only.

(Continued on page 33)

Fed. Commish Grants 9 More License Renewals, but with Reservations

CHISELING CHARGE

Big L. A. Stations Avar Smallies Underlaid Card Rates

Los Angeles, Dec. 24.

Major radio stations here have requested the Radio Code Authority to make an investigation of the Southern California territory claiming a mass of code violations by smaller stations.

Principal complaints against the one jurgers is the alleged failure of these stations to live up to their rate cards. General out-riding and contingent deal chiseling said to be common practice.

FILE PROTESTS ON AIR CODE CHANGES

Washington, Dec. 24.

Strenuous protests against code authority proposal to tighten broadcasting code prohibitions on rate-cutting were filed with the National Recovery Administration last week by nine industry members in all sections. Action on suggested amendments held up until middle of next month.

Only two objections were directed against suggested amendments banning discounts on contracts providing for combination sales of radio and other advertising media, but six kicks came in against the move to cut-outting discounts on run-of-schedule business.

Leading squawker was WDAF, Kansas City Star, which demanded and was granted permission to submit brief outlining reasons for opposition to the combination-sale proposition. Counsel for publisher was told to come in and talk matter over Jan. 11. No hearing for other protestants is contemplated, however, as none of the other kickers asked for opportunity to file added data.

Joining WDAF in move to block the code authority's attempt to curb rate-cutting through granting of discounts on combination contracts was Dallas Times-Herald, which operates WFAA.

Heats against prohibition of discount for run-of-schedule sales included admission by one broadcaster that virtually all of his business was done on that basis. Gent gave himself away, however, by revealing that he had reached the time-sharing agreement with other transmitters on his frequency and practically destroyed his own argument that he cannot contract for time on any other terms because of uncertainty about when he will be on the air.

Other kickers, all complaining about run-of-schedule move, were KOMO-KJR, Seattle; WJVD, Chicago; WPAI, White Plains, N. Y.; WJAG, Norfolk, Neb.; KGIR, Butte, Mont.; and KROW, Oakland, Calif.

Stewart-Warner Ripe

Chicago, Dec. 24.

Stewart-Warner practically set with a new program to ride on a Columbia coast-to-coaster to start early in February.

Placed through the Blackett-Sample-Hummert agency it will ride three times weekly, if and when, at 10:30 p. m., EST, on a 15-minute shot. Reported that the new program will originate on the coast. Board of directors will hear an audition of the show this week to pass final judgment.

Washington, Dec. 24.

Nine more broadcasters were placed on the spot last week, as the Federal Communications Commission granted license renewals with strings attached. Comish asked five power increases and one new station, and ordered hearings on nine power-boost requests and pleas for six new transmitters.

Qualified for one reason or another, the following stations received license extensions for limited periods only: WRDQ, Augusta, Me.; WBY, Gadsden, Ala.; WCAP, Asbury Park, N. J.; WDEL, Wilmington, Del.; WJEW, Newark, N. J.; KQOC, San Francisco; WPEP, Philadelphia; WDAS, Philadelphia; and WHFC, Cleveo, Ill.

Power increases were granted the following: WRQA, Rome, Ga., from 100 to 250 watts daytime; WTCN, Minneapolis, Minn., from 1 kw to 5 kw daytime; WNAH, Yankton, S.D., from 2 1/2 kw to 5 kw daytime; KILI, Los Angeles, and KFRC, San Francisco, from 2 1/2 kw to 5 kw daytime.

Similar requests by other stations, including some regional transmitters, were slated for further investigation. Broadcasting division decided to hear WJRK, Detroit, plea for increase from 100 to 500 watts and for change in frequency from 1500 to 680 kc on Jan. 23; KDYL, Salt Lake City, and WEEI, Boston, applications for boosts from 1 to 5 kw daytime on Jan. 30; WHK, Salem, Mass., from 500 to 1 kw, 2 1/2 kw day, to 5 kw, on Feb. 6, and WTCN, Minneapolis, Minn., for change from 1250 kc to 680 kc and power change from 1 kw day and night to 500 watts night, 1 kw day, on Jan. 23. Division also took request of David H. Cannon, Pasadena, for new station on 1480 kc with 100 watts on Feb. 8.

Five New Station Hearings

Cases slated for transmitters' hearings included WOPR, Bristol, Tenn., change frequency from 1500 to 620 kc and power from 100 to 250; WKBF, Indianapolis, from 500 night to 1 kw; KID, Idaho Falls, Ida., from 500 night to 500 day, 500 night and 1 kw day, and the following applications for new stations: Southern Minnesota Broadcasting Co., Rochester, Minn., 1310 kc, 100 watts; WHCI, Broadcasting Co., Chicago, Ill., 100 watts; WAAA, Alexandria, La., 1370 kc, 100 watts; Hauser Radio Co., Ventura, Calif., 1210 kc, 100 watts; Bellingham Publishing Co., Bellingham, Wash., 1420 kc, 100 watts.

One application for authority to establish new station was granted when commish sustained Examiner George H. Hill and issued construction permit to H. E. Studebaker, Lewiston, Ida., for 1420 kc, 100 watts.

Several requests for new stations were catalogue'd during the week along with pleas for higher power for existing transmitters. New applications included:

Paul Sullivan Andrews, Lewiston, Me., new station, 580 kc, 250 watts daytime; WDRS, Hartford, Conn., new station 1200 kc, 100 watts; Jesse H. Jay, Miami, new station, 1290 kc, 100 watts; WJBC, Muncie, Ind., increase from 50 night, 100 day, to 10' night, 250 day; WREN, increase from 1 kw to 8 kw day; The Journal Co., Milwaukee, Wis., new station, 1010 kc, 1 kw; KJLS, Oakland, Calif., increase from 500 to 500 day; James R. Doss, Jr., Decatur, Ala., new station, 1370 kc, 610 watts, and KRKD, Los Angeles, increase from 500 to 1 kw daytime.

Sponsor Local Shows

General Mills starting a spot campaign in four east and midwest cities, using special locally produced show to test new sales copy.

Cities are Indianapolis, Columbus, Richmond and Norfolk.

WIP DENIED ASCAP DATA

In a decision handed down by Judge Mack in the New York Federal Court last week the Pennsylvania Broadcasting Co., operators of WIP, Philadelphia, was denied the right to inside information about the American Society of Composers, Authors and Publishers. "AIP is suing for a permanent injunction restraining ASCAP from trying to collect a licensing fee, on the ground that the performing rights outfit is a monopoly."

Judge Mack's ruling denies WIP's request for an accounting showing the salaries paid the president, secretary and general manager of ASCAP from 1927 to 1933, the operating expense of the Society for the same period, and the fees that it has paid during this stretch to attorneys. This info was sought by the Philly outfit in a set of questions submitted preliminary to trial of the action.

The court ordered held in abeyance other points of information demanded by WIP. These included material about ASCAP's income from picture houses, hotels, restaurants, cabarets and broadcasting stations for a number of years down to 1933, a list of all station licensees, an accounting of the gross payments made by the Society to its writers and publisher members for each of the years between 1917 and 1933, and a catalog of U. S. and foreign copyrights controlled by ASCAP with titles and authors.

ASCAP counsel objected to revealing the latter info on the ground that it might tend to incriminate the defendants named in the action, Gene Buck, Louis Bernstein, Jerome Kern and E. C. Mills. Contention advanced by the Society's lawyers was that the Philly station's charges could be made the basis of a criminal proceedings, or a penal action for triple damages, and that since an interrogated defendant could not be called in a criminal case as a witness, the prosecution he could not for the same reason be called to answer questions in this civil suit. In reply to this argument Judge Mack said that Mills, as ASCAP general manager, could file objections to any of the interrogatories which his lawyer deemed liable to incriminate him.

REAL SHOW BOAT FLOPS

Anne Ashenurst, Radio Showwoman, Explains Her Program Theories

By Cecelia Ager

Anne S. Ashenurst, Goucher college, '28, production manager for Blackett-Sample-Hummert, Inc. is the only woman she knows of holding down this sort of a job. Mrs. Ashenurst used to be a newspaper woman herself; Baltimore Sun, 'Ad-vice to the Lovelorn,' and Paris edition of the Herald-Interview. Six years ago she stormed the advertising agency field, which had just begun to experiment with radio, and her newspaper woman's intuition suggested to her the editorial features which interested women in the dailies might prove every bit as interesting to women on the air, whereupon she induced her agency to let her conduct an advice to the Lovelorn program for Neet.

Mrs. Ashenurst's intuition was good. Today she is in charge of 30 radio programs a week and is installed in an impressive office at 230 Park, discreet with the feminine touch. Chit-chat hangings. Chip- pendale ladder back chairs, a charming little English knee hole desk. Napoleonic prints, a prim English sofa, a graceful low table with the Goucher Alumnus Quarterly on it, and a French pottery ash tray for those that smoke. Mrs. Ashenurst doesn't smoke herself, because it makes her voice raspy.

Mrs. Ashenurst is very earnest and sincere about her programs, and (Continued on page 33)

L. A.'s 3 NATIONALS

Trio of Country Wide Programs a Record for Coast

Los Angeles, Dec. 24. Starting Jan. 7, and on each successive Tuesday night for 13 weeks, three national programs will be emanating from Los Angeles simultaneously, a record for coast network broadcasting.

Trio going out at the same time will be Grace Moore on NBC's blue net for Vicks, Ben Bernie on NBC's red for Pabst, and Bing Crosby on CBS for Woodbury.

University Irate at Co-Ed's Campus Quips On Air in Lincoln

Lincoln, Dec. 24. A campus gossip column over the KFOR waves almost brought the expulsion of the girl who gave it, and she has since taken to the air with the University of Nebraska. Beth Langford, junior in college, was hired by the station to deliver a few quips about the social doings at school and the program had hardly started when she was summoned before the Dean of Women and told to drop the job or be expelled.

Kennedy given was that the dope put the University in a bad-light, especially from the social angle, and was a detriment. KFOR and the girl could do nothing but accede; despite free speech angle, although the program is still on the air with a sub doing the miking under the monicker of Jane Doe.

RADIO OKES SCHEDULING OF EXTRA-TIME RATES

Washington, Dec. 24. Broadcasting industry has supported by a three-to-one majority the Code Authority proposal to require rate schedules covering sales of time over one hour. Codelets will decide early next month whether to propose formal amendment and write-rules into the code.

Under the plan, stations would be compelled to file multiplication table, showing price a quoted for sales in standard units up to total of three hours. Would have to fix yardstick for quarter-hour periods, and would not be permitted to grant rebates or discounts except as stipulated in published schedule.

Kolynos Drops Coast

Chicago, Dec. 24. Kolynos has dropped its west and coast radio campaign through Columbia and is concentrating its other plugging on the Columbia eastern leg from New York to Chicago. Will use newspaper approach in the golden gate territory.

Western leg of Columbia carried a show originating in the WGN, Chicago Tribune studios. But with the dropping of the west network Kolynos is replacing WGN with WBBM, the regular CBS station here, tacking that outlet on the regular eastern Columbia hook-up. Didn't want to produce a separate show here just for WGN.

'Jimmy Allen' a Firm

Chicago, Dec. 24. Radio script show of Jimmy Allen is going comic strip, according to the ambitions of Capt. Wilfred Moore and Robert Burt, who turn out the radio aviation program. Have formed a company, tagged 'Jimmy Allen Enterprises.' 'Allen' is being spotted through the country by several sponsors. Dean Marks here is in charge of the 'Aviation'.

AUDITION ENDS THOMPSON IDEA

Capt. Billy Bryant Brought Into New York from Sticks, but Didn't Recognize Himself or His Show Boat Company

TOO MUCH CLASS

J. Walter Thompson agency is looking around for another program to submit to American Tobacco for its Half-and-Half brand, because the agency's audition of a showboat idea didn't turn out so well. Tangled up with the audition that fizzled is the saga of Capt. Billy Bryant's introduction to big-time radio and what happened when the Thompson agency's mike impresarios tried to polish up and place in an effete setting one of the rougher diamonds of show business.

Capt. Bryant, who rates as one of the few remaining active showboat operators, came out of his experience a sorely puzzled fellow. It was the first time in his variegated show career that he allowed anybody to steer him out of his particular field, as an entertainer, with the result that Capt. Billy did a bigger Brodie than attended his (tempt on Broadway, three years ago.

The Thompson agency sent a man down south to round up Capt. Billy and his troupe and bring them into New York. It had been the agency's intention to have him put on the same type of entertainment with which he used to ply the natives along the Mississippi and its tributaries after the captain's bigwheeler had been moored on a dock. To avoid poaching on the preserves of Maxwell House Coffee's Show Boat the Thompson agency decided to bill the Bryant affair as "The Baritone." Capt. Billy at first objected at the tag, because he couldn't see how a bunch of showboaters could be referred to as "baritoneists," but he withdrew his objection when the Maxwell angle was explained to him.

With this issue out of the way those concerned with the audition then proceeded to make Capt. Billy all over again, as well as his act. In place of the fellow with the "hard-shar" mule who, in a whiskey "tenor," would go into "teary lament over 'She Was Somebody's Mother' they inserted a youth of the modern crooning school to air the latest mood and melody from Tin Pan Alley. Eliminated also was the Swiss bellringer and the lass who filled the entre-acts with ditties of the 'A Bird in a Gilded Cage' genre. Williams A. Bacher, who for a while directed the Maxwell House Show Boat, was brought in to whip this melange into audition form.

But the real rub didn't come until they told Capt. Billy, whose party for a while directed the Maxwell House Show Boat, was brought in to whip this melange into audition form. But the real rub didn't come until they told Capt. Billy, whose party for a while directed the Maxwell House Show Boat, was brought in to whip this melange into audition form.

Capt. Billy, just before his unavailing run on Broadway, three years ago, gave himself and his troupe an appreciable run at the Cort, Chicago, at \$1 per the novelty from the mudflat built to business for a few weeks.

Graves Taylor, p.a. for WGAR, Cleveland, is married to Gertrude Schneider, former Playhouse actress, on Dec. 27, and leaving for honeymoon in south during holidays. Gene Carr, program director, pinch-hit for Bryant during absence.

Conflicting Judicial Opinions On Property Rights in News

WDAS Strengthens Signal To Meet Philly Competitor

Philadelphia, Dec. 24. First step to increase the efficiency of WDAS, Philly independent studio, will be the construction of a new vertical type transmitter. According to owner Maurice Stappeler, new signal will cover the local area thoroughly, and place WDAS in a position to meet the competition which has turned up suddenly in the Philly ether district.

This is only one example of the rehabilitation here to meet the combined KYW-WCAU studios under the Levys brothers' management.

Newspapers Interrogate Public on Radio Likes; WHIO Gets Set to Pop

Springfield, O., Dec. 24. Management of radio station WHIO, Miami Valley Broadcasting Corp. of The Dayton Daily News and The Springfield News and Sun, which starts operation about Jan. 15, is giving prospective listeners a fair break in regard to program preferences. This station is the former WLBW of Erie, Pa. Gov. James M. Cox's new boss.

Station owners are printing blanks daily in affiliated newspapers, which readers are asked to fill out and return to newspaper offices. They are to indicate what types of programs, from among music, comedy, drama, sports, news, markets, children, religious, educational and women's features, they enjoy most; what kind of music they enjoy most, classified in group one as to popular, semi-classical, classical, old time and sacred, and in group two as to concert orchestra, dance orchestra, string trio, piano, organ, other instrumental solos, Hawaiian, male voices and women's voices; what sports events they would like to hear; what time in the morning they would like for broadcasts to start; how late they would like programs to continue at night; and any other program suggestions.

Answers on blanks are being checked at newspaper offices and will be considered when arranging programs. Station will be hooked up with NBC red web, officials have announced.

Opposition station in Miami Valley, WSMK, Dayton, station of The Journal-Herald, is to move to enlarged studios within several weeks. New headquarters are now being remodeled on the second and third floors of Loew's Dayton Theatre building, under the direction of Stanley M. Krohn, studio manager. Now receiving Columbia broadcasts, station is to use practically all air-casts of this chain after Jan. 1.

Fiddler's Lipstick Aired Swings Over NBC Jan. 16

Hollywood, Dec. 24. Jimmy Fidler's Hollywood chatter swing for Tancee lip stick starts Jan. 16 over NBC. Fan mag editor will be on weekly for a 15-min. chat on the doings of film, names and may double for Don Epl on same program.

Pepsodent Adds WSYR

For the first time in two years Pepsodent has started to expand its Amos 'n' Andy hookup. Account on two hours' notice added WSYR, Syracuse, last Friday.

Seattle, Dec. 24. Reversing himself on a previous decision, Federal Judge Bowen last week refused to grant a permanent injunction restraining KVOS, Bellingham, from broadcasting spot items culled from newspapers. In his latest ruling, which establishes a precedent from this district, Judge Bowen held that news is public property immediately after regular publication and may be broadcast.

Same judge two months previous issued a temporary injunction against KVOS on the news pirating issue. With this victory in hand the complainants, the Associated Press, the Bellingham Herald and the Seattle Post-Intelligencer, then pressed for a permanent order. Judge Bowen's new decision "does not involve the pirating of news by one news-gathering agency from another for publication. By virtue of Judge Bowen's ruling broadcast stations are now free to relay over the air any news items carried in the local or nearby city dailies.

In a similar case at Sioux Falls, S. D., involving KSSG, the local Federal judge granted the AP an injunction restraining the station on the ground that news has a property value for 24 hours after publication.

AMATEURS ON UPBEAT ALL OVER

Amateur show trend continues on upbeat. Fred Allen will have his own comedy version of 'amateur' night on the Ipana-Sal Hepatica program. WISN, Milwaukee, has established an afternoon 'Air Breaks' program for newcomers.

Amateur programs are called various names with only about 50% frankly labelled as such. 'Stars of Tomorrow' appeals to radio as classifier that the word amateur. But meanwhile there's no question that this is the dominant regional and general program cycle in broadcasting today.

Kate Smith's New Star revue getting under way on Christmas Eve as the Hudson Terraplane splash is making an extensive six-city tour coverage. In its campaign to pick out new air talent. There are 80 stations in the hook-up and songsters to make a personal visit to as many of these spots as possible.

Details concerning the transcontinental hop include a contest to be staged each week in a different city. Preliminary announcements will be made locally four weeks in advance with the stations to continue this build-up program steadily. Any person is eligible who has not appeared on a network of more than three stations.

Hudson dealers supplying the blanks for signing up, and all registrations to be made personally at these branches. Auditions over the local CBS stations to run a week with ten winners to be picked. On Fridays Kate Smith will arrive and hand a jury of seven voters to sort out the two finalists. That night a quarter hour program will be broadcast featuring the singer and the local Hudson distributor putting up the coin. This will also serve as the occasion to announce the two final winners.

CBS GETS % ON NBC PROGRAM

Columbia Artists Bureau will collect a commission from the Red Nichols unit which makes its debut on NBC Jan. 24 as part of the Kellogg's (Pop) cast. Contract all around in for 26 weeks. NBC takes the attitude that interchange of talent between networks now has no significance.

N. W. Ayers did the dramatic talent booking direct, while Ruth Etting was engaged through the Rockwell-O'Keefe office.

London Celeb-Chaser Program Substituted

London, Dec. 21. 'In Town To-Night,' a British Broadcasting Corporation show which was introduced by Eric Maschwitz, the head of the vaudeville department, some two years ago will be discontinued as soon as he returns from his vacation. This is one of the most popular of the B.B.C. programs and has served as a medium of introducing several prominent personalities, including most of the American star-overhere.

Maschwitz, instead, will introduce an idea, which is likely to be dubbed 'With The Mike Around London,' which will pick up important people in a portable unit and will then be relayed from the B.B.C.

Trooper's Tra-La-La Hobby

Rechester, Dec. 24. Major John A. Warner, head of the New York State Troopers, made his radio debut as a pianist over WHAM and NBC network Saturday night, at 7 p.m. He played Schumann's Concerto 'Concerto in A Minor,' accompanied by the Bronberg-Carlson orchestra. Major Warner, who was born in Rechester, is the son-in-law of former Governor Al Smith. Much of his time when not engaged in police work is spent in musical activities.

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

Outstanding Stunts

**CHRISTMAS AUCTION
KFEL, DENVER**
**ADVERTISERS' PARTY
KFAB-KFOR, LINCOLN**

O'Fallon's Annual Stunt Denver. Every Christmas KFEL puts over a Good Fellows Christmas party that not only puts the station on high with everyone in and around Denver, but gets the station plenty of page one publicity. Station donates the time, auctioneers give the services—fact, the only ones who collect a cent are the telephone company and the messenger boys. Messenger boys offered to donate their time, but Gene O'Fallon, owner of the station, would not listen to it. Christmas instant parties two weeks before Christmas and begin work on prospect for donations of merchandise. One week before Christmas the auction is held. For three hours, on as many nights, the auctioneers put the articles up for sale, the bidders come to the bids, and the messenger boys retrieve the money and deliver orders for the merchandise. Last year 700 baskets of 15 a basket were distributed at Christmas to the poor and needy.

A luncheon is also held for four and a half hours on Sunday afternoon.

Advertisers Xmas Party Lincoln. Promoting the Lincoln theatre to house the kids in, KFAB and KFOR were hosts to every kid able to jump in the theatre in an advertiser's Christmas party. Companies using their advertising were solicited by the stations to contribute to the party, and the theatre was glad to get in as a big public gesture and the station helped out on the program which was an immense success. The party was one of the cheapest stunts for the station and one of its biggest pulls for the year.

Lots of pulls for everybody.

John Harris' Milk Fund Pittsburgh. Milk fund tie-up among WOL, Variety Club and Pittsburgh. Putting the station on the air every Saturday night from 12:30 a.m. until near daylight. It's an annual stunt and going over bigger this year than ever before. Ideas started first two months and will continue each Saturday until Xmas.

All air and stage talent in town contributing their services, with broadcast strictly an impromptu affair. Listeners merely call or wire station, pledge so much dough for a song or a musical selection, and a minute or two later it's on the air. First Saturday night's program, with Peter Higgins, drew more than \$11,000 and sum is expected to swell to around \$5,000 before Christmas.

Pappy of the idea is John H. Harris, president of National Variety Clubs. Johnny Perkins has been making the program.

Des Moines Geo-Sophisticates Des Moines. KSO's latest showmanship stunt is the new 'Esquire' program, sponsored by the Utica, a large ready-to-wear shop for the boys and children. Station secured the program of the magazine Esquire to use the name and the program has been a natural from the start—so much so the magazine has sent the station for full particulars of the program.

Geo. S. Stroud, general manager of the store, takes the burden of the entire program on his own shoulders as 'Esquire' himself. Continuity is handled by 'Dutch' Niffen, who has put out some niffles in a high class cocktail manner.

Stroud, who has always been in the spotlight himself, has a well known how to describe a tie or muffler so it would make a handpatty out of his whiskers. The idea of the program is chatter on what the well dressed man is wearing—also gives the latest and the place of honor locally—the latest in smart dress records, books, etc. One of the highlights of the program (twice a week at 8:30 p.m.) is to attach local names to anecdotes, which are branded as white, pink and red—with only the white and pink ones going over the air but enough reference made to the red ones, with names attached, that the program has the plenty of phone calls to those in the know.

Imaginary Sleigh Ride Dubuque, Ia. Now that the river and lake season is at an end and from an excursion boat the sleighing starts. WDBR has started imaginary skating and bobblehead parties to the principal points hereabouts. It is a motley merry idea,

sleighing trappings, clink of ice skates and all sound effects, played localized to fit in with the community, most requests emanating from the towns visited segregated as the sleigh comes in for various other programs and then present on the cruise half hour, at present suspended, as a surprise.

Local talent and outside artists are used where it is possible to sandwich them in. Claire Weidman is slipping the innovation with Ed Fallon and John Price doing jobs as mates.

Small Town Radio Show

A radio show last three days was sponsored by CHS, St. John, the scene being a ballroom of the hotel in which the station's quarters are located. Nightly programs were broadcast from the show, in which there were a number of exhibits by local radio dealers and dealers and distributors. Show may be made a yearly affair.

Tied up with the station on the air was the local dailies, which are owned by the same financial group which operate the station. Visitors to the station, which comes from the top studio and control room on the top floor were welcome during the show days. The special show was the first of the year. The program was of local talent, wholly.

Tea Cup Gospel Program

San Antonio. Extending valuable to nearby rural burge, KUSA is airing a program of this type, which includes a news gathering service, with the program broadcast to town station will single out. Unnamed as yet, period will on some of the local dailies, with one nearby community to feed Bob Skiles' haywire rustic comedy, mixed with bits of the radio show, or the Methodist church social. News to be previously garnered by correspondents in each town. Station tie-up with merchants in towns plugged. Aside from the commercial angle it's figured as a nice good-bulldip.

Programs air six afternoons weekly to catch the farmers around the city and the live-in with friends in the rural spots. The Skiles music is a fav herobourts and is figured to fit in better than straight commercial or similar ones, which are not appreciated by the mass of ruralites, anyway.

Round-the-Empire

Toronto. Round-the-Empire broadcast, with a message from the King, is scheduled tomorrow (Sat.) by Canadian Radio Commission as a Xmas program in conjunction with BBC. All the major stations are contributing, each picking up the other's offerings for the complete 70-min. broadcast.

Program will open with the ringing of bells around the world—Bethlehem, India, Australia, Canada, Britain and England. Canada will contribute the songs of Quebec lumberjacks, a broadcast from the snow-capped mountains with the warmth of the Pacific Coast, a brief pickup of a hockey game, and a message from a fishermen's cottage on the Atlantic Coast.

Other scenes will come from a dairy farm in New Zealand, a tea garden in India, the famous botanical gardens in Melbourne, Xmas greetings from Ireland, a whaling boat in New Zealand, a native compound in South Africa, etc. The program will conclude with an Empire message from His Majesty.

Imaginary Pedestrianism

New York City. Descriptive air portraits of walking spaces which are popular in Europe, is the idea of a new WBX, Bronx Broadcasting, Bruno Brunner, who has climbed most of the highest peaks in the Alps is doing the spelling. A handclink orchestra breaks in frequent outbursts to complete the atmosphere. Right now the marathon is taking in the sights of the West Mountain district in Germany. Station has a wide foreign audience which goes in for this type of continental travel.

WOC's Aeroplane Tie-Up

Davenport, Ia. When the Davenport Junior Chamber of Commerce staged an air observance of the first airplane flight by the Wright brothers, WOC got in on the event with both feet, picking up from hotel banquet noted speakers who were on the program. Station was given much publicity by Richard Vinall in charge of the event and had a place of honor in a parade of airplanes that was arranged in conjunction with the party.

Hi Test Products Co., San Francisco, has begun a spot campaign to introduce its pet food. Advertising will be released over the names of local brokers in 30 key cities. Whittely Advertising Agency, San Francisco, is in charge.

Pacific Coast Coal Co. of Oregon and Washington will start an advertising campaign soon. Western Agency of Seattle will handle the account, which will use radio as well as newspapers.

Frederick XIV agency, Cincinnati, handling radio for Fashion Frocks, Inc.

Blackett-Sample-Mummers is radio advertising of R. L. Watkins, poet of the group, goes to Thompson-Cook, Cincinnati.

American Tobacco's Herbert Tureyan account is with L. H. Harrison agency, New York, separate from the L. H. Thomas, who handle Lucky Strike.

Duane Jones is account exec for Mohaw Carpet Mills, which shifts to Blackett-Sample-Mummers, New York.

Montgomery Ward, mail order house, goes on a red NBC-hook-up shortly after the first of the year. Negotiated through the Chicago Lord & Thomas agency. Will have a Sunday show based on Biblical characters. Tagged 'Son of Jesse,' the program will run for 40 minutes in the afternoon. NBC now clearing time.

Chatterfield's new series, which starts Jan. 7, will be confined to an André-Hostenen-unit and a mixed chorus.

Thomas Cook & Son starts its travel series on an NBC blue light Jan. 4. It will make the seventh season for the account.

Household Finances has renewed with NBC for the Tuesday night half hour for another year, effective Jan. 1. Guest stars: Costanzo, Charles Sears, Tom, Dick and Harry, and Edgar Guest, stays at it.

RCA Victor will use a studio combo and guest warblers on its Wednesday half hour, starting Jan. 9, over an NBC blue loop.

Abbott's Bitters, a nationally distributed product, is taking to radio advertising for the first time with a musical show over WYFR. The bitters are 'made in Balto; with home oils situated there. Show is once-weekly affair, embracing Harry Doherty's ork, Henriette Kern, soprano, and Philip Criel, tenor.

WINS; New York, nabe World Clothing for a year's running of concert music under Joseph Rumshinsky's baton. Following two special holiday airings, the series will be regular half-hour session.

Wax Works

Grand Broadcast is placing through B. E. D. & O. 26 one-minute announcements. Recordings each contain a duet by Julia Sanderson and Frank Crumit and copy calling attention to the team's Sunday matinee show on CBS. Series list calls for 26 stations.

Blackett-Sample-Mummers agency is advertising the 'Orpheus' Annie coverage through the radio disc medium. Are at present on the entire Coast through discs following the cancellation of 'Annie' on the entire disc because of NBC pressure. Also spotted in Buffalo, Columbus, Tulsa, Des Moines and Kansas City. These spots were chosen to support the NBC blue loop which is where sales haven't been what it was believed they should be.

Spotting in Kansas City is on KMCB, the Columbia station, the records through the NBC shot through WREN.

Detroit White Lead Company is putting Shilo Sam on wax. Plated by the Chicago Columbia phonograph studios and placed by Erwin Wassey agency.

Princess Pat Company is adding spot coverage to its air campaign. Are recording the best of the regular Princess Pat dramas. Expect to disc between 75 and 100 of the 80-minute shows for spotting through the Melonka agency.

ST. PAUL-MINNEAPOLIS
N/E Coffee, San Francisco, 15-minute transcriptions, twice weekly for 15 weeks, beginning Dec. 15. Lord & Thomas agent. **KSTP.**

Great Lakes Coal & Coke Co., St. Paul, 15-minute transcriptions, once weekly for four weeks, starting Dec. 16. Harold S. Chamberlain agent. **KSTP.**

Golden Rule, St. Paul, and **Boutelle, Minneapolis,** radio 15-minute transcriptions, once weekly for 15 weeks, beginning Dec. 9. Hutchinson Advertising Company, agent. **KSTP.**

Gluck Brewing Co., Minneapolis, 15 minutes of songs, three times weekly for 15 weeks. Hutchinson, agent. **KSTP.**

CEDAR RAPIDS
Community Druggists, six announcements per week for 15 weeks. **KWCR.**

Haddad Master Service, nine 30-word spots for six weeks. **KWCR.**
Handler Motor Co., 13 30-word spots per week for nine weeks. **KWCR.**

Hughes Shoe Co., 12 30-word announcements for two weeks. **KWCR.**
Wisconsin Lumber Co., seven announcements per week for 15 weeks. **KWCR.**

Sears Roebuck, 27 30-word announcements for two weeks. **KWCR.**
Radio-Motor-Continental, announcements per week for two weeks (tie-up with Bluebeard net). **KWCR.**
Unacety Motor Co., spot announcements on Bohemian hour, once a week for 15 weeks. **KWCR.**

Philo Water, five minute transcriptions, 52 programs. **KWCR.**
Studebaker Co., one minute transcriptions, 13 programs. **KWCR.**
Stebbs and Taylor Co., 15 announcements for one week. **KWCR.**
Barnett Appliances Co., one announcement per week on Bohemian hour, for 13 weeks. **KWCR.**
Kresge Co., spot announcements, Bohemian hour, 13 weeks. **KWCR.**
Newman History, eight announcements in two days. **KWCR.**

PHILADELPHIA
N. Swellberg (dept. store), 10 announcements daily for indefinite period. Placed direct. **WDAS.**

Henry A. Hurst and Company (linens), five spot announcements daily for 15 weeks. Placed direct. **WDAS.**

General Electric Products (Judson Burns), daily spot announcements. Placed direct. **WDAS.**

Harry B. Reichenbach (electrical de-

vices), spot announcements daily for 15 weeks. Placed direct. **WDAS.**

Auto Owners Finance Corp., two five-minute periods daily for indefinite period. Placed direct. **WDAS.**

Henry Fontana Company (furniture), daily spot announcement, indefinite contract. Direct. **WDAS.**

B. Miller (furniture), five spot announcements daily for 15 weeks. Contract placed direct. **WDAS.**

Holmwood Dress Shoppe, three spot announcements daily for 15 weeks. Placed direct. **WDAS.**

NASHVILLE
Olson Rag Company, 8:45 to 9:00 a.m., beginning Jan. 7, Monday, Tuesday, Wednesday, Thursday and Friday for 15 times. Philip O. Palmer & Co., Chicago. **WSM.**

Bernard Perfume Company, two announcements on 'Rise and Shine' program, Monday, Dec. 17 and Tuesday, Dec. 18. Himer V. Ewenoch Company, St. Louis. **WSM.**

Ferris Nursery Company, half hour on Grand Old Opry, beginning Jan. 17, 9:30 to 10:00 p.m. Lansing Advertising Company, Des Moines. **WSM.**

Corey Salt Company, one-minute transcriptions beginning Jan. 3 through Jan. 22. Ruthrauff & Ryan, Chicago. **WSM.**

Wheeling-Corrigating Company, 15 minutes, 10:30 to 10:45 p.m., beginning Jan. 6 for 13 times. Critchfield & Co. **WEM.**

NEW YORK CITY
Eschig Cigar Co., 13 weeks, spot announcements. **WJAB.**
Eisen Fur Shop, 16 weeks, music and spot announcements. **WJAB.**

Morris Plan, 13 weeks, series of spot announcements. **WJAB.**
Kichinets Clothing, six weeks, presenting Beas and Schilling team. **WJAB.**

World Clothing Company, one hour musical program, one year. **WINS.**
Jack and Ed's store, 24 weeks, **Ba-**

Restland Sales & Managing, Inc., 13 weeks, church music. **WOL.**
Atlantic Macaroni Company, indefinite period, presenting Yennie Moskowitz in sketches. **WEVD.**

Plaster's Battle Of, half-hour variety, for 15 weeks. **WEVD.**
Boach Radio, sketches, 15 weeks. **WEVD.**

Lecture Time-Sponsoring Committee of Middlesex County, N. J., New Brunswick, N. J., half-hour program, indefinite period. **WNRW.**



THE NORSEMEN

WLW Staff Artists

Anybody in the radio business will tell you one sure sign of getting and holding a large and appreciative audience is with a good Music Quartet. There is just something about a good Music Quartet that "clicks" with any and all types of audiences... Radio people also know that good Music Quartets are even more scarce than the proverbial hen's teeth. At most there are probably not more than five or six in radio today... The NORSEMEN are a new find hailed by critics as having literally everything required to make a team a truly great radio quartet. Each a gifted solo artist, the ensemble possesses distinctive richness and depth of tone, refreshing vigor and brilliancy, perfect blend. Their repertoire ranges from the popular to the classic... The NORSEMEN are Ted Kink, Ade Elliston, Ed Lindstrom and Ben Schoen. James Peterson is their accompanist and arranger.

From the sound of footsteps to a symphony orchestra...

500,000 Watts CINCINNATI

talent and production facilities cover the gamut of radio entertainment...

Radio Chatter

New York

Ted Webb new WMCA announcer. Leo Kahn's music on WNEW's announcements program. Dorothy Atkins, Whitman's niece, of WMCA to Florida for the holidays. Margaret Harrison giving new female programs over WMCA. Arthur Brisbane responsible for Nick Kenny changing his WMCA program label from Scandals to Varieties. Amelia Vergari, John Chickering, Rosita Fordieri and Caroleo Fornes singing opera over WNBC, Brooklyn. Nicholas Karlahs singing over WBNX, Bronx. ABS only network carrying inaugural program for Gov. Lehman on Jan. 1. Dorothy Sherman and Moolaa Leonard, who long have been talking to WGY audiences via the keyboard as the "Piano Pals and Lady Fingers", spoke their vocal pieces as guests on household program of "Betty Lanor" (Patricia Sheldon). Dorothy telling female listeners how to bake her favorite date cake and Monica ditting on peanut bread. No mice fright. Jordan Clothing firm has Uncle

Pete and Louise, western singers for 15 weeks over WNEW, New York. It is a daily spot including Sundays.

On Sundays from 11:15 to 11:30 a.m. and daily, from 4 to 4:15 a.m. Jordan firm is located in Newark. Alarm clocks will work overtime for the Chicago company on Christmas. A special broadcast, scheduled from NBC's New York studios at 8:10 a.m. The bunnies will do the duty for listeners, not only in the Eastern Standard Time zone but in the C.T.Z., where the hands will be at the numerals "five" and "seven" respectively.

Elena Jimina at WHN's info desk a dead-ringer for Kay Francis. Anna Gold new in WHN's copyright department.

A. Marlowe formerly with Chl Civic Opera, now on WPAE.

WNEW airing the dedicatory program for opening of new Adam Hat store in Elizabeth, N. J. Restland Sales & Managing Inc., who scour the country for choice cemetery locations, takes to the road. WNEW's new program, not first dubious of such an account because of the rather mournful angle, but after a lengthy discussion executives agreed.

Oiga Albani in N. Y. for Christmas. Vincent Lopes at Desauville Casino, Miami, starting Jan. 1, for ten weeks.

Larry Taylor commuting between Philly and New York for radio appearances.

Sid Gary again on the nick list which calls off another vaude appearance.

Three X Sisters resuming their air and stage dates.

Emil Coleman remaining at the Plaza for three months.

Joe Reichmann's father died to St. Louis last Friday (14).

Nick sign with NBC starting around Jan. 15.

ABS to carry the Charlie Davis music from new Congress.

Johnny Clement's band at the Hotel Willard in Washington will begin broadcasting for ABS next week through WOL.

Nick, the bootlicker, who has been polishing the shoes of NBC execs for 8 years, wants them to know he is grateful and extends his holiday greetings.

Minerva Pious, of Fred Allen's program, offered a one-woman show last week.

New England

Waterbury's WIXBS back on full time, scheduled daily from 8:15 a.m. to midnight and opening Sundays a half-hour earlier.

Santa Claus party, nightly-preceding offices at W.I.W.B. Waterbury, ran fan mail up to 1,000 letters a week.

Chris Jolebrook and game giveaway test at WICC, Bridgeport, brought in more than 5,000 letters in a week.

Happy-Go-Lucky hour, Sunday night show at WIXBS, Waterbury, drawing six times as many requests for discs as there are seats.

WICC, Bridgeport-New Haven, fed to Yankee bow twice last week—Radio Host's original music and Phil Beta-Kappa carol concert at Yale.

Hamford Advocate adds radio column, with Ted Yudin as critic.

Karl Krueger, K.C. symph conductor, brother of Theodore Krueger, Stamford, Conn., town planning board chairman.

Jimmy Cavallaro, band and announcer George Howe of WICC, topping New Year's eve bill at Hotel Barnum, Bridgeport.

Alton Hall, Bridgeport, formerly of "Yankee Yarns," WNAC, on "Evening Teller" (WEEI) Thursday night (10).

Interviewing Madea Meschan, Mrs. Meschan, visiting Hub, is only newspaper woman to interview the Panchon Liama of Tibet. When former correspondent for San Francisco Chronicle she chatted with potester—just after he concluded 41 days' prayer.

Frank Jenkins, Traveler radio ed, mothering three Irish settlers at home.

Eddie McHugh, WEEI gospel singer, readying for appearance in film short in N. Y. soon.

Robert G. Duffield, chief engineer of WBBZ, Boston, visiting parents in Chicago over holiday. Duffield formerly with KWF when it was a Chl station.

Polly Willis, former Chl singer, now doing N. Y. net shows, may soon be heard over Hu's WBBZ.

Joseph E. Baudino, plant manager for WBBZ, returned from supervising installation of new Philly

KYW studios; also KPMA layout in Philadelphia.

Grace Edmonds, WEEI hostess, responsible for seasonal decorations in the studio's reception lobby.

"Buddy and Blues" complete 12th week for "Yankee" over WEEI, Dec. 27. Bob Burles, who writes script for the detective series, is also "Yankee" at the air.

J. V. MacDonald, p.a. for WEEI, appointed chairman of Power and Light Group in Boston's Emergency Campaign of 1935.

Russell Dorr, New England baritone, opened Dec. 13 at WIX on baritone of sustainer, working with band.

Pennsylvania

Fred Coll of ABS visiting the old home town.

WIP is resuming the Front Page, slightly dramatic news series.

Penn Atlantic club feting KYW staff as a welcome at luncheon.

Sandy Goyer has secured a daily spot for his morning review via WIP.

Daily News extra scribbler, Dot Love, really writes the heart-throb column on WIP.

Bob Carter, back at WIP as announcer, starts his new sports show this week with Rube Raze of the Record.

Captain J. R. Standford, Pennsylvania Highway Patrol coarored for WGL, will be Lancaster directing big highway drive with nearly 50 crack patrolmen. Did a ten minute interview in which Julius Weiler for not cooperating highway violators and motorists were given some sound advice.

Jack Byrly, WGL announcer, announces engagement to Mable Mellinger, both of Lancaster.

Iowa

Gordon Hittmanmark, announcer, KSD, is having divorce difficulties.

Forty-nine stolen cars were recovered through the state police radio station KGHQ during the 1-month period ending Dec. 1.

Station also found missing persons and located seven false check artists.

WRO will give a Xmas-New Year's party for the 55 members of the Barndance Frolic on the 25th.

Through Ernie Sanders' "Question and Answer" program, which is dedicated to the Veterans of Foreign Wars, a grand collection of Xmas gifts for members of the local veterans' hospital was made by WRO.

WTO's Standard Live Power Parade with Al Morris, Betty Chaplin, Norcross Sisters, Tune Tossers and Marlee Sisters to share honors with Kurl's Page's band dance co. at the New Year's eve-dance celebration at Pla-Mor—the state's largest ballroom, Cedar Rapids, Iowa.

WOC, Davenport, Ia., has resumed the popular report "Hans with Morgan Saxton" program director, handling the mike during the noon-hour rush at a downtown spot.

WOC Davenport has new family program called "Family Forenoon," for Tuesday and Friday nights at 7:30.

Mildred Allen, Norma Bell, Richard Evans and Gerald Hallauer, cast.

Dr. Spencer, vocalist of WWAH, Hammond, Ind., a Dubuque, Iowa, visitor over the holidays, with Claire Weidenauer, now program director of WBBZ, Ames, Iowa, to travel at University of Iowa, recently allowed a \$400 up to 1,000 watts, will soon start a college of the air program in the afternoon and patterned after those now being featured by Ohio State and the University of Wisconsin.

Minnesota

Al Sheehan, WCCO artist's bureau chief, back on his game again after a week's illness.

Fanny Fanny formerly working for Pure Oil over WCCO, back at the U. majoring in voice.

Last night (24) WCCO put on its eighth annual Xmas party, with the staff as guests of the management.

Dr. Tinkle now spinning his Toyland tales for WTCN.

Wanda Maddy's the only WDOYite who left town for the holidays.

Larry Funk's ork, now tickling the ivories for WCCO's Triple Threat group.

Juan King, who batoned the first Castle Royal ork, now is half of the Two K's on WEEB.

Kugh Asplawll on WCCO, re-

placing Toss and Tim on a commercial for the Mantle Lamp Co.

Jay Odell, KSTP sports reviewer, sketched to take the long march on New Year's Eve. The gaily Adalberto La Yola, secretary to Kenneth M. Hance, KSTP asst. mgr. Very next day after the wedding! Jay leaves KSTP and goes on the Pioneer Club and sports stuff.

U. S. Dept. of Justice agents asked KSTP for co-operation last week when Thomas M. Robinson, former La Yola, secretary of Mrs. Alice Speed Rott, was reported seen at Davenport, Iowa, headed for the Twin Cities.

KSTP aired the license number and description of the car, but the prey slipped away.

WKAAT chief engineer, Glen Montgomery, tickled over his new invention, a television scanner which produces a 41-line, 15-frame picture.

Northwest Television Institute graduated his first class of five radio and television technicians from its new lab last week.

Texas

It almost minded artists leave that the WGL station, Radio 10, and Riddell of the night announcing staff presents them to his friends.

Gay Nineties, San Antonio's CBS set nitery, airs from KTSB, news and SEC cutlet.

Chuck Woods former band leader who used to air locally is a frequent WGL visitor.

Mary Adela Carson's warbling for WGL attracting attention.

Julius Verne Allen and his musical cowhands busy last week transferring from theatre to radio station as the rodding heard through both mediums.

Christmas Eve mass at St. Mary's Catholic church in downtown San Antonio, will air via WGL. It's station is first such venture.

Bob Skiles Haywire Band back from the north and NBC airings to resume San Antonio, KTSB new using the combo.

Bert Ponard, Atlanta organist, in San Antonio and gets spot on KTSB.

San Antonio dailies cut radio, but when the advertising clip has a program with a radio angle the papers splurge on it.

Utah

Philip G. Leaky, director of KDTL, and Earl J. Glade, KSL, are on the list of guest lecturers for the University of Utah extension course in divination.

S. S. Fox, KTVL proxy on the coast, stirring up business in Los Angeles.

Earl J. Glade and Sylvester O. Connor, KSL, are in Washington on FCC business.

Gene Halliday, moves from KLO, Ogden, to KBL as staff organizer.

Utah Post & Land Co., press local account, signed for 15 weeks, half-hour weekly musical show on KDTL.

Midwest

Frank Scott, Nashville distributor of Friendly Five shows, signed for another 53 weeks, using a nightly spot, immediately preceding the WGL Sports Review.

Parker Smith, WLAC, cranked 35 new accounts during the past 60 days.

Ken Carlson and Dick Richard of the WISN, Milwaukee, control room, are newlyweds.

Wiscous Radio Ballroom has switched remote control from WTMJ to WISN.

Byron Simon band due for return to Hotel Schroeder late this month, will broadcast over WTMJ, Milwaukee.

Entire KYW music library has been transferred to WISN, Hearst station in Milwaukee.

Wiscous and his Grenadiers, WTMJ favorites, played to sellout in 10,000-seat Auditorium as part of Christmas benefit show.

Gene Willard and Ted Lewis recent guest spiliers over WOWO, Fort Wayne.

Handall, former m.a. at Chatterbox in Hotel Anthony now doing same duties at Old Tavern spot.

Medford Maxwell, WJOW program director, back from Chicago. Phil Porterfield, NBC vocalist in Chicago, is now for a time visiting relatives.

Ambrose Haley joins Hoosier Hot Shots over WLS, Chicago.

BOTH SKINNERS ON AIR VARIETY SHOW

Otis Skinner and daughter, Cornelia Otis Skinner, have been set for the next Fleischmann Toast program Thursday night (27). It marks their first time together on the air and at the next highest salary paid an outside act on the Fleischmann hour.

They'll get \$2,000 for the one dramatic broadcast. Record high salary for talent on this ether. Curtis & Allen agent the Skinnners for the Vallee broadcast.

Gabrielle De Lys East

San Francisco, Dec. 24. Gabrielle De Lys, KFO, San Francisco, nonbird, goes to New York to sing on Phil Baker's Armour hour.

Transfer of Miss De Lys to New York forces several program changes, notable among which is Caroleo Carnival, which will shortly go Coast-to-Coast.

GEORGE BEULER

BARITONE

Featured Soloist with Castrol. Every Sunday, 11:15-12:15 P.M., WJZ

Representative

ROCKE PRODUCTIONS

GEORGE GIVOT

THE GREEK AMBASSADOR OF GOOD WILL

TOURING

DELUXE THEATRES

Personal Director. VENUEAS, BOSTON. Every Sunday, 11:15-12:15 P.M., WJZ

fred allen's

"TOWS HALL...TOWNHIT" AS HOUSE OF SMILES. PORTLAND BOFFA. JACK SMARY. LOVELL STANLEY. JOHN BROWN. KILLEN DOUGLAS. Material by Fred Allen and George S. Kaufman. Management, Walter Batchelor. Every Sunday, 11:15-12:15 P.M., WJZ

LEON DELASCO

ARMOUR HOUR. FRIDAY-WED-8:30-9:30 P.M. NIGHTLY, CASINO DE PARES. Woodmen—Coast-to-Coast—CBS. Direction, NORMAN KRASNA. 1015 Broadway, New York

EMERSON GILL

AND ORCHESTRA. HOTEL WEBSTER HALL. DETROIT. MCA DIRECTION

JOSEF CHERNIAVSKY
No-mugged-as-Tenors
Conductor
Chicago Theatre
Also Appearing at
CONGRESS HOTEL
With The Sympho-Symphonies
Daily, WMAQ, 11 P.M.
Sunday, WMAQ, 10:30 P.M.
Tuesday, WMAQ, 11 P.M., Chale
Program, NBC

LEITH STEVENS
CONDUCTOR
PINAUD PROGRAM
Every Saturday Evening at 8 P.M.
WABC
SPECIAL BROADCAST
at LUNA, Havana
Thursday, Dec. 27th, 8-9:30, WABC
Exclusive Management Columbia
Broadcasting System

SAM HEARN
Every Sunday at Noon for 30
Minutes WJZ
Management ROCKE PRODUCTIONS

Jack and Loretta Clemens
WEAF
9:30-10:30 P.M.
Saturdays
IVORY SOAP
Direction
MBO Artist Bureau
and
Ben Meade Productions

JAY MILLS and TOLLE
"ALL WORK AND NO PLAY"
Exclusive Management
MEYER B. NORTH
JOE FLAUM

DOUGLAS STANBURY Featured Soloist
CHASE & SANBORN HOUR
—BARITONE OF CHICAGO OPERA CO.
WEAF—Coast-to-Coast Network
SUNDAYS—8 to 9 P.M. EST
Exclusive Management
GEORGE E. DILLWORTH
Hotel Park Plaza
70 West 77th Street
Edmond 9-2108

Law to Force Football Broadcasts

Politician Would Compel University of Nebraska to Accept Bids

Lincoln, Dec. 24. Senator Bullard, of McCook, Neb., will introduce a bill in the state legislature to make it compulsory for the University of Nebraska athletic department to allow open bidding for the right of radio stations to broadcast the football games.

Nebraska has been off the broadcast list for three years and in that time the attendance to games participated in by Nebraska has run from less than 100,000 first year of attendance to 158,000 in 1933 and more than 210,000 in 1934, according to athletic department estimates. Nebraska and Iowa State were the only two Big Six schools to ban eastering during 1934.

Bullard's argument is that the University is a tax-supported institution and thence the public has a right to hear the athletic contests. However, the U. of N. athletic department functions on its own book with no help from the tax pot.

MONCTON'S NEW STATION

Squawked at Loss of Old One—CKCW Starts

St. John, N. B., Dec. 24. New broadcasting station has been opened at Moncton, N. B. The call letters are CKCW. Power is 100 watts and the frequency is 1,370 kilocycles. Northern Electric made installation. Canadian Radio Commission, of which CKCW will be a network unit, okayed after city of Moncton, following dismantling of previous station, squawked so loudly at being taken out of the radio lineup. Practically all the stock in CKCW is held at Moncton. Frank Hayter is technician in charge.

ARMLESS MUSICIAN DRAWS STUDIO MOBS

Lancaster, Pa., Dec. 24. None of the programs on WGAL here has quite the studio drawing power of Ray Myers, armless musician who plays a guitar and harmonica at the same time.

Musician walks into studio, kicks off shoes, removes instrument from case and sits down, then takes his harmonica out of his inside coat pocket with one foot and a small steel cylinder out of his vest pocket with the other. He works entirely unassisted, even to attaching the harmonica harness about his neck and then proceeds with his program with the unconcern of the average radio entertainer.

He sings also.

No Horse Racing

Los Angeles, Dec. 24. There will be no broadcasting of races at the Santa Anita track, which unveils Christmas day, it was announced by Dr. Charles Strub, general manager of the plant. Exception may be made in airing the \$100,000 handicap, to be run Feb. 23.

Telephone and telegraph wires to the oval will be under strict censorship, to prevent the dissemination of news and tips to bookies. In defense of ruling, it is pointed out that only one track in Chicago last Summer showed a profit. There will also be a seasonal guarding force of the station, 4% cut of the pari-mutuel take.

Mutual Net Stalls Permanent Lines Angling for WCAE, WGAR with WNAC

RADIO STUDES STRUT HANDEL'S 'MESSIAH'

Des Moines, Ia., Dec. 24. Drake university school of radio made its first public appearance, nearly en masse, when 100 students and members of the faculty took part in the presentation of the 'Messiah', Handel's oratorio.

Stanford Hultizer directed the chorus; Anthony Donato directed the orchestra, while Edwin G. Barrett, director of the radio school, was in charge of the broadcast over KSO.

Gaylord on Maybelline

Chicago, Dec. 24. Maybelline will use a band program when they shift their show in Chicago from the coast.

Leading the program will be Chas. Gaylord and orchestra.

Jennie K. Zwick, first feminine advisor on love problems on Cleveland air, starts series sponsored Jan. 1 by Burtas over WJAX under title of 'Guide to Happiness'. Twelve half-hours at 9:15 a.m. and 3 p.m. started per week, with music by PIAZZA ensemble.

A Dilemma

St. Paul, Dec. 24. WTCN, owned by St. Paul Dispatch and Minneapolis Tribune, has so little stations news happening that paper-owners decided to yank the radio chatter department from their amusement pages, since rival radio stations were getting a big edge.

Since their own baby hasn't much to belly, rags deemed it best to give no break to WCCO and KSTP, Columbia and NBC affiliates, a sweltering, but rather just kill the whole department.

AQUITANIA IN WOR HOLIDAY HOOK-UP

WOR artists' bureau is arranging a special high seas' broadcast coming from the Aquitania on New Year's Eve. Two programs lined up for the airing on the night of nights. The first is to be presented from 8:30 to 9 with a complete variety show, bringing together all three bands from the various decks on the ship. Later at 1:30 a. m. the show's orchestra will join in WOR's dance parade for another half-hour session of music.

Harry Herschfield making this holiday excursion to the West Indies along with a company of 40. Included in the array which the artists' bureau arranged are: Art Frank, Vivien Peterson, Bill Telak, Vaughn DeLeath, Jules and Josie Walton, Zanou and Kaz, Lillian Wagner, Wesley Boynton, Muriel Harrison, Fred Coots, Eddy Brown, Pauline Alpert and Nordstrum sisters. Station also has its own engineers along on the trip to get the hook-up through safely.

George departed on Dec. 19 for a 12-day cruise carrying orchestra and additional talent for the passenger list. Carlos Colletta, Joe Herbert, Carol Gae, Melva Sisters, Williams and Kay, Pat Hayes and Doug Hunter, Duke, Dunworth and Roberts, and Sylvia Lowe have twenty-three all told in this troupe. All on payroll for both holiday fairs.

Henry Saevke, production man at WTMJ, Milwaukee, has been named assistant to Russ Winnie, assistant manager of the station, as takes charge of program production.

Chicago, Dec. 24.

Meeting of the executives in the Mutual broadcasting system last week resulted in the decision that the network would continue on the present co-operative basis with no attempt being made to establish permanent lines at present. There's an if-and-when clause in the decision, however, which indicates that the MBS may install the permanent lines early next year.

Situation surrounding the WLW-NBC tie-up is looked upon as holding up the final establishment of the Mutual system in every detail. While generally admitted that the present arrangement between NBC and WLW cannot possibly continue indefinitely, the Mutual web's final disposition must wait upon the decision of either NBC or WLW in their own relationship.

Understood that the Mutual execs are angling for two additional stations besides the WNAC, Boston station. Mutual is reported negotiating for affiliations with a station in Pittsburgh and one in Cleveland, likely WCAE in the former and WGAR in the latter city. Would give them a set-up of WGN, WXYZ, WLW, WOR, WNAC, WCAE and WGAR, which they believe to be equal to basic network offered by CBS or NBC and at a rate considerably less.

Surveying a Survey

Columbia Makes Analysis of Eye vs. Ear Findings for Press Rebuttal

CBS has just issued a report aimed to answer any misinterpretation of facts as brought out in the Harvard Findings regarding eye vs. ear. Sales promotion department has mailed the pamphlet to all of its clients, advertisers and agencies.

Three proofs at the university recently completed some detailed work on auditory and visual impressions which bore considerable weight around the country due to the prestige of the department and the institution behind it.

However, certain portions of an incomplete comment on this work, concocted by a grad student, were snatched up by the press and pushed into prominent, front-page position under such captions as 'Printed Word Held Better than Radio.' That was the gist of the campaign which the press pushed in its drive to stem the air tide.

CBS delved deeper into the treatise and discovered that the actual findings of the Harvard studies, in so far as applied to practical advertising problems, told a very different story.

CBS report scores the 13 points that: Facts, narratives and abstract material are better understood and more interesting when heard over the radio than when read on a printed page; that after 24 hours advertising trade names are recalled better when heard than read; that in eight groups of tests there is no significant difference between printed and radio advertising in the matter of interest; that numbers were remembered better when heard but that nonsense syllables were remembered when given out visually;

6-HOUR DANCE PARADE MAY BE EXTENDED

Dance parade on WNEW, New York which begins at 10 in the evening and runs straight through to 4 a.m. may be extended for another half-hour. Night spots are covered in the big outlay of dance music.

Latest additions are Eddie Worth's band from Will Oakland's Round Table nightlie in Greenwich Village, and Teddy Hill's orchestra from the Ubangi club in Harlem.

WOAI, 50,000-Watts, May Shift to Transradio News

San Antonio, Dec. 24. Town's 50,000-watt, WOAI, is going Transradio service which it probably will put in as against Press-Radio service.

Station is getting Transradio stuff daily and comparing it with Publishers' Committee radio releases. Will make up its mind on basis of comparisons.

KTSA's or Else Show

San Antonio, Dec. 24. With the southwest saturated with late hour music KTSA is going into reverse beginning this week to air a 'Road to Dreamland' half-hour of soothing, uninterrupted organology.

Nightly from 10:30 to 11 P. M. station will air Bert Farnard, organist who landed here from Atlanta, via the Texas theatre basement organ. Music is continuous with announcements only at start and finish of period. Station figures there's ample listeners' who tire of the hayseed stuff and would rather hear some dream strains before hitting the hay.

After the organologue it's back to the hotcha stuff for the stay-ups.

Cardinet Candy Spreads

San Francisco, Dec. 24. Arrangements have been completed between NBC and the Cardinet Candy Co. to pipe their Hal Burdick 'Night Editor' program, which has been aired locally, to seven stations including Denver and Salt Lake City.

Program deals with story behind news. Night editor whistles away lonely hours of nocturnal vigil by spinning yarns of presomnolence to lulls.

simple words register better on the air; that sentences short or long, specific or general are recalled better when heard; that short prose passages were preferred orally instead of visually; that fairly complex types of sentences were remembered best in recognition tests when heard over the air; that humorous material was preferred through the ear than through the eye; directions are best remembered when spoken and that the human voice tends to make auditory presentations more personal and the caution was more exercised toward printed than spoken material.

Which all stresses CBS' point that copy presented over the radio has greater power of suggestion than when read in print.

GRACIE BARRIE

HELD OVER CASINO DE PAREE LOEW'S STATE NEW YORK (Week Dec. 14) Solo Direction HERMAN BERNIE 1815 Broadway, New York

ABE LYMAN

AND HIS CALIFORNIA ORCHESTRA COAST-TO-COAST

WABC—Tuesday, 9:30 to 3 P.M., DST (Phillips Dittie)

WJAF—Friday, 9 to 9:30 P.M., DST (Phillips Dittie)

MOLLY PICON

"Variety" "This program is now one of the best of its kind." W M C A Wed. 7:30 P. M. JELLO GEN. FOODS

HERB KINGSLEY and VICKI CHASE

WABC Saturday Night at Eight ROXY REVUE Held Over Roxy Manhattan, Phila. Dec. 21—Doubting Arcadia, Phila., Week Dec. 31 Special Arrangements and Material Exclusively by JEAN PAUL DUBOIS, WM. MORAN

KEN AND HIS BANJO HARVEY

Dorchester House, London Also—Doubling London Palladium Four weeks, beginning December 24. Also—Back at the Mayfair Hotel for two weeks Dec. 24. Direction Radio Radio Cafe Henry Herman

GIERSDORF SISTERS

"CHESTERFIELD" Monday, Wednesday, Saturday, WABC—9:30 P. M. Columbia Broadcasting System

COLUMBIA AIR ORCHESTRATING SYSTEM Present **MARK WARNOCK** MUSICAL DIRECTOR **BORDEN'S 45 MINUTES HOLLYWOOD** Thursday Nights at Ten, KST CBS-NETWORK 1815 Broadway, NEW YORK CITY

HOTEL BILTMORE NIGHTLY **JACK DENNY** AND HIS ORCHESTRA WJZ 11:30 P. M. WJAF 12 P. M. WOR 12:30 P. M. CONOCO OIL Wednesday, 10:30 P. M., WJZ

EDDIE PEABODY The Instrumental Stylus NOW-FILMING SHOREHAM HOTEL WASHINGTON, D. C. A New Musical Thrill **EDDIE PEABODY** And His ORCHESTRA Personal Direction Orchestra Corp. of America 1815 Broadway, NEW YORK CITY

ROY FOX AND HIS BAND ON TOUR B.B.C. NETWORK

ADIA **KUZNETZOFF** WJAZ—10 P. M. EVERY TUES. "GOLLY RUSSIAN" Russian Kitchens Nightly Solo Direction Newman Bernie, 1815 Broadway, N. Y. C.

Radio Reports

WILLIAM A. BRADY
Reminiscences
15 Mins.
WABC, N. Y.

William A. Brady one of the leading producers in the American theatre is now airing his life and colorful experiences on the air. Not only in the Times Square neighborhood, but in many other fields as well. This glance behind the scenes in the theatre highlights the political events, sport attractions and prize fights also. All told in a straight-forward manner with the speaker always carrying a convincing note along with the diverse subjects.

Brady sketched (21) back to an early day in his career when the Corbett-Sullivan bout was staged in New Orleans. He also mentioned the exclusion of ladies from the fights, was mentioned. Development of the boxing ring also carried over in this initial program. On for 15 minutes and those with a hankering for truthful pictures of bygone days will surely dial in regularly here. The wealth of contacts stored up in this man's life establishes a desire to listen in again right away.

HEADLINES OF 1934
Graham McNamee, John B. Kennedy
Drama, Talk
30 Mins.
WJZ, New York

NBC took no chances this year on being beaten to the punch by Columbia. With hurriedly arranged program, it shot into production and release its annual review of leading news events. In carrying out the thing NBC made liberal use of the technique associated with "The March of Time." At its best moment, the NBC effort was still a real initiative of the original. The weekly mag's affair; the NBC program last Thursday night (23) was an intermixture of dramatic reading and editorial comment. The tempo of the NBC sample was bad, showing the lack of a creative editorial hand, or insufficient preparation, while the musical scoring couldn't have been much worse. Since the new event had received some dramatic treatment during this potpourri were the birth of the nation, the arrest of Bruno Hauptmann; the assassinations of King Alexander and Chancellor Engelbert Dollfuss; the flight of Hitler; the Hitler purge; the burning of the Moore Castle, and the rise and death of the Weimar Republic. The Dolfus attack, while the sloppiest hit was the attempt to re-enact what happened about the burning vessel. Long was credited by the editorial comment as being the most amazing character of 1934. In pointing out why, the program was careful not to say anything that would really offend the senator. Ode.

PENTHOUSE SERENADE
Don Mario, Charles Gaylord's
30 Mins.
WABC, N. Y.

A standard compilation of dance music, singing and sales talk. No doubt latter this though Max Belline authorities mention Hollywood frequently as being the not only the place where the stars come to being make-up conscious, Charles Gaylord's music is quite good, having a distinctive piano and stands out. A medley from "Life Begins at 4:30" opened, and a triple arrangement of "I Kiss Your Hand Madame" closed their part of the program. Considerable build-up on Don Mario claiming to be the most romantic voice of the air. His best number at this hearing however was a Christmas hymn which somehow managed to fit with the theme of the modern stanzas. Dorothy Hamilton who is up on all the latest best advice came in the middle break so she can put over the company's plugging. A fair Sunday, par, and having no apparent link with its penthouse label.

MODERN HOME MAKER
Participating
30 Mins.
WABC, N. Y.

One of the first changes made by L. Allen, newly appointed chief of KGIV-KBX, was to change the Cooking School of the Air to the Modern Home Maker. Change in name has been in name program now embraces everything in the home, children care, care of pets, furniture, patterns, and even on disagreeable jobs, in short everything except recipes. Allen's theory is that women are fed with programs built around recipes. Van Fleming gives shopping suggestions in humorous style.

THE PAUSE THAT REFRESHES
ON THE AIR
Frank Black
30 Mins.
WEAF, New York

Frank Black, the presence of two years from radio, Coca Cola is back with a Friday evening session that offers nothing original in program technique or distinctiveness in entertainment. Frank Black puts a lot of music of 65 men and mixed chorus of 25 voices with a lot of vibrations, but it all winds up as so much musical chop suey.

Black, who is general musical director for NBC, apparently listens to no program better than his own. In the light of his remarks into the mike at the opening of his initial show for Coca Cola (21), and the instrumental choir, something that followed, this is an easily plausible deduction. Black declared that he blended the human voice with the instruments of the orchestra. Over two years ago Phil Spitznagel introduced and made much of this concept on his series for Nestle, and Andre Kostelanetz followed suit for Pontiac over CBS last Saturday, departed from the Nestle niche.

Though it might not be stuff of an original turn, Frank Black's rule can be depended upon for a good orchestration. In his attempt to weave in what he calls "rhapsodic effects," Black does not do it neither to his rep as a musician-ranger nor to the average ear which would be unmixed with contrapuntal tricks.

What Black chooses to describe as a novel method of musical presentation, is a repetition of the same thing in four different refrains in a single arrangement, with the music warbling and the male group setting up a turn-tum-tum obligato. The comparison to anything but a project a coherent theme, while his treatment of some of the melodies offers cause for a legit squawk from the music critics.

The plug is nicely and briefly interpolated. It contents itself with saying the music is something that refreshes, and suggesting a use associated with the season. On the debut program, the copy uttered by the announcer will find relief from the tiring sound of stores, and counter by sitting down and listening to the music.

Program is cleared over the red (WEAF) web and D'Arcy is the agency. Ode.

ENGLISH CORNETS
With Kay Van Riper, Gail Gordon
Historical
30 Mins.
WABC, New York

Long a favorite on the west coast, Kay Van Riper is reviving her historical series in the east over ABB web. She has been one of the new to be able to hit historical drama out of the time books and inject some life and vitality into the rather stilted conversation of old-fashioned series.

Her method of development is sharp and minute in the matter of detail. For a half-hour run, lots of incident can be squeezed in, and it is done here quite skillfully. Court intrigue with its mysterious and dramatic side, though most of the dramatic portions.

A page from the turbulent life of Henry VIII and one of his harem, Anne Boleyn was given here. Gail Gordon also brought east with the series played the other leading part. The series is drafted from the studio's list. While the separate programs are defined by themselves, there is a continuity in the studio's presentation. Sunday night hour carries a certain dignity and quality enough in its style to build along the seaboard states. Little is catchy.

DEDICATORY PROGRAM
Fred Schmidt's Ode, Josephine, Neri
30 Mins.
KOA, Denver

First program to go over the air from the new low-power station of KOA was one of those things it is hard to get away from. Three speeches were made, one by Gov. John W. Johnson, one by Mayor George, and the last by George Norlin, president of the University of Denver. Norlin was also present when the first studio of KOA were opened, ten years ago. But the men realized the limitation of the radio and made their remarks short and to the point.

Fred Schmidt, probably the best known of the new directors of the Rocky Mountain region, directed the orchestra, which put out the first music from the new studio. Fred directed his 25-piece group in "Overtures on Parade," doing it in authoritative manner. Rosa.

Canada vs. WLW

(Continued from page 31)

during daylight hours, and will be compelled to go down to 50,000 at night. Trying to reach comprehension, it is hard to see, however, that WLW may continue with super-power at night providing directional antenna is installed to remove source of Dominion squawks. A Canadian protest was submitted to Communications houses several weeks ago by Col. W. Arthur Steele, member of the Canadian Radio Commission and by the State Department in writing. Dominion station at the bottom of the rumpus is CFRB, 10,000-watts at Toronto, which uses Canada's 650-kilocycle cleared channel.

American industry members were jolted by news of commission's action and readiness to yield to Canada, and, despite any personal tiffs, are 100% behind Crosley in preparing for a showdown. They see in this angle a highly important issue over whether United States progress is to be retarded and feared to Canada, and that the protest is going to stand for its rights.

Canadian-American agreement on allocation of facilities does not stipulate any power limitations on cleared channels, and consequently American broadcasters feel there is no reason for U. S. to give in and decline to protect facilities granted exclusively to this country under international pact.

No American Complaints

Since no American stations on channels near WLW's assignment have complained of interference, it is felt that Canada has shown up her own failure to regulate her own broadcasters. Boys in the know say that Canadian transmitters have been allowed to deteriorate because of lack of proper maintenance. It is felt that the Dominion will exercise in the future, and that trouble could be cleared up if CFRB had up-to-the-minute equipment.

If Crosley jumps into court, attack probably will be founded on allegation that commission deprived license of rights in an arbitrary, capricious manner, and without granting opportunity for hearing. Question would involve any possible differences—between conditional grants of authority and regular licenses, with industry expecting that the commission's decision authorization was no different from the typical form of license. Then question would arise whether commission is justified in revoking the grant, and whether it is wise in finding-of-fact that WLW failed to operate in the public interest.

American authorities' attitude is attributed to general reluctance of the U. S. to get into a quarrel with other nations, but other factors are cited to account for the F.C.C. backing down act. Political considerations are important in this struggle, since U. S. is trying to obtain favors from Canada in the way of revision of the St. Lawrence seaway treaty; reciprocal-trade agreements, and other commercial matters. American authorities see radio-tiff as merely one part of a complicated problem in international relations, and feel that by giving Dominion a break on the ship-shape against U. S. M.B. with compensating privileges in other directions. Which makes the broadcasting industry in general, and Crosley in particular, just another pawn in the game of international relations.

Amateur Cycle

(Continued from page 33)

agent will also contact stations here and there to see that everything is in shape.

Ben Dolina, m.e. at a chain of six Bronx theaters, is putting up cash as is for contest winners in a new radio amateur series which will be held in New York City ahead go over WENX on Saturday afternoons.

Main idea is to discover some neighborhood talent. Houses included in the stunt are: Freeman, Delux, Lido, Tower, Fenway and Star.

WNEW, New York, is going in for an amateur contest program.

Harry Wilson down to act as m.e. for a new Radio Round-Up on Saturdays afternoons at 3 p. m. Those out to try for air honors in this program, have to contact Wilson or H. J. Butler, Newark manager of the station.

WABC's Amateur Night in Harlem shifts from a midday hour

east to a 11 o'clock splash, effective Dec. 30. Will still run for one hour as usual.

Rochester, Dec. 24.

WHRE's amateur radio program, copying vague amateur rules, was held on Dec. 23. The program was put on without rehearsals or auditions, with the field open to all comers. A whistle in the hands of three judges replaces the book. Eight out of 15 numbers got the whistle on the opening program. About two out of the 15 were passable. Whether the public goes for this sort of thing remains to be seen. Effort was made to get listeners to phone in their opinions.

Gunnar Wig, baseball announcer and general manager of WHRE, served as m. e. first admitting he was an amateur at the job. There was a chance for a bit of bright chatter and humor to help put across the program, but it didn't materialize. Fair variety was obtained as between singers, instrumentalists and alleged humorists, but the radio effort lacks the lusty sport engendered by the vaude types.

Radio Showwoman

(Continued from page 33)

is guided by an ideal. "We want a person 12 years old to fully understand what we're saying," is how she puts it.

Fair variety she creates a program she strives to build a strip that will hit the masses all over the country, that touches the fundamental human emotions. It's a dramatic program, it's concerned with happiness and sorrow, how to get into trouble and out again. If it's a musical program it's music with simple melody, the things people understand. It's things that concern the feelings of familiarity.

Real Showmanship

Mrs. Ashenurst has found programs go over best that have a definite idea behind them, that are not "just thrown together." For instance Broadway's "Artistic" with Everett Marshall-Balsod—has showmanship, the way you get it on the stage. It's supposed to happen in the city of New York. People want to know what's going on New York City. As Lyman-Phillips Magnolia—everybody loves Willie Hammerstein's "Music Hall"—has showmanship, the way you get it on the stage. Mrs. Ashenurst, for one, knows who the sponsors are.

Mrs. Ashenurst believes, too, in making the show fit the product. For example, in the show, for Edna Wallace Hopper's facial mask and rejuvenation cream, is the story of a girl over 35 deserted by her husband, and so she has herself beautified, and she really does. The show, which shows women that with creams they can win back the thrills and romances of youth. Younger women want to know how to become more alluring than they have great faith in the "French touch," thus "Marie, the Little French Princess," for Louis-Phillips-Lipstick, which is a story of a French princess in disguise married to an American business man.

Knows What Kids Like

The kiddies' programs have their own set of rules. Mrs. Ashenurst has talked to many eminent child psychologists, seeking guidance, but finding that they don't agree among themselves as to what is good for a child on the radio. So she advocates the child should be completely protected, others hold with no restriction at all. So Mrs. Ashenurst tries to obtain a happy medium between the two schools. In Skippy she strives for thrilling adventure, and asks in return that the children bring their teeth with them. In the "French Princess" she alone proves that radio realizes its responsibility toward children, she says. At the risk of antagonizing the child followers of the Skippy program, she insists that they brush their teeth. Skippy does not tell them to brush their teeth, it tells them to brush their teeth. That's how careful radio really is about the children's welfare today. Why, the Jack Armstrong Wheaties program, which originates in Blackett-Sampson's New York office, has its salestale approved by the American Medical Association!

Wholesome Thrills

To continue with Skippy, he gives them thrilling adventures without

scaring them to death, without making the little children nervous wrecks. Skippy always has an adult with him, when he's in actual trouble, but that male name kiddies feel safer, more secure. And Mrs. Ashenurst permits no terrorizing, just as the script goes off the air, such as leaving the small boys to deal with that male name are very impressive, she realizes. They believe everything. When she was working on the Wheaties program, Mrs. Ashenurst remembers how mothers used to write in asking them to "please stop," the children are just gurgling themselves with Wheaties."

Mrs. Ashenurst finds that women don't like to listen to women announcers in the night time, they'll accept them only during the day; that the hardest voices to cast is that of the male ingenue, the young hero, for his voice must make him sound very attractive looking and he must be capable of delivering love lines well; that the radio script titles do deal with the same names they can easily remember; that the characters should be very real and sincere; that the eastern accent is the most successful in the radio; that the broad "A's" and affections of speech are objectionable, antagonize the listeners and get you a turn-off.

Gov. Cox's Air Staff

WHIO, Dayton, O. (formerly WLWB, Erie, Pa.), will take to the air as an affiliate of the Dayton Daily News and NBC, around Feb. 1. Outlet will broadcast 14 1/2 hours a day on 1,280 kcs., at 1,000 watts, day and night.

Gov. James Cox has organized the Miami Valley Broadcasting Corp. as holding company for the outlet. Among those named to operate WHIO are E. K. Steiner, gen. mgr.; J. L. Retnach, formerly with WLW Chicago, commercial mgr.; R. H. Hingle Jr., chief engineer, and Charles E. Gay, publicity.

2d Dep't Store for WBBM

Chicago, Dec. 24. Fair store is lining up a show for likely January starting on WBBM, the local Columbia station. Scribbled by Leonard Cox, it's a six times a week program titled "Fair View," which is a sequel to the "Main Street" program which Cox formerly had in the east. Current plans call for a late evening show preceeding "Myrt and Marge."

It and when the Fair starts it will mean two department stores on the WBBM wires, Marshall Field now airing an 150-minute morning musical clock program going.

Kay Foster at NBC

NBC has taken into its fold under an exclusive contract a Texas soprano, unknown to radio, who has just been started off on a sustaining program of 15 minutes three times weekly.

She Kay Foster and featured on the 15-minute sustainer over WEAF from New York.

Okay WOR Delay

WOR, Newark, has been granted permission by the Federal Communications Commission to extend the completion date of the station's 50,000-watt transmitter to Feb. 1. New transmitter will be located in Carter, N. J.

Sellers Service Agency of Chicago and Columbia negotiating for return of Hexin's "Wings of Dawn" script show late in January.

M. McCann takes 15 weeks over WEVD, New York, for a serial drama. Lola Monti-Gorey heads the cast of "The Cantor's Daughter" which the firm is sponsoring. McCann, the distributor for Bosch radios. On Sundays at 5:15.

Procter & Gamble believes that "The Gibson Family" would fare better on the listening percentage if the show were moved from Saturday night to a week day spot, and has asked NBC to give it the first crack at the next hour span that becomes available.

Fletcher & Ellis has designated Richard Barrett as manager of the agency's Chicago office.

Pittsburgh Just Wampum, Pa., as Nite Life Goes; Hippers Big Worry

(Fifth of a series on nite life in the principal cities of the U. S.)

By Hal Cohen

Pittsburgh, Dec. 24. Back in this reporter's dimly remembered childhood village of Wampum, Pa., the farmers for miles around used to call what was humorously called the Main Stem once a week, no more, no less. That was Saturday night, when the town's "villies" went out in a couple of oxcart sleds and a pitchfork would round out a hot time in the old town that night. The population of Wampum was and still is 300; 1,000,000 Pittsburgh contributes 1,000,000 souls to the 130 villages of these United States, but Pittsburgh is essentially an over-sized Wampum.

For Pittsburgh, through prohibition and now repeal, remains strictly a Saturday night town. It's the night the boys and girls go out to spend what they're making and accumulate through a six-night period of radio listening. The end of prohibition has naturally brought about an increase in business, but it's a Saturday night increase and, with few exceptions, the town's night life through the week is practically null and void.

This situation hasn't been helped any by the stringent liquor laws of Pennsylvania, which compel the cessation of alcoholic hostilities on the dot at 3 a.m. and at midnight on Saturday night. Just last week morning. The penalty is loss of a \$2,000 bond and the revocation of license. Latter would be fatal for any tavern and the boys are taking as few chances as possible.

Totals

There's another trade factor that has cut the cafe and nightclub business unable to eliminate, and that's the practice of totting one's own. It's estimated that at least half of the customers do it. Just last week, salaried and hotel owners met to fix a certain corkage charge per person for those who go in for just one-up, but no action has been taken. It's expected to come before New Year's Eve anyway, the night of the year when everybody mops up.

What night crowd there is left here has consistently passed up the night for the extra spots, just as they have done in the past. Only the William Penn gets a nightly dance, and at its Christmas party remains one of the few sites here to still inflict a cover charge, \$2.50 per couple. While all other places cut out big shows and minimum check tariffs, this hotel, catering strictly to the class and money crowd, has nothing on tap but a band, at the moment Paul Pendervie, and with drinks the stiffest price in town.

Of the established niteries, the Plaza still seems to be getting more than its share of the loose coin. Owned by Joe and Joe's partner, Walter water; Elzi Covato, who leads the band there, and an unnamed partner, it was the first spot to come out with big shows and a couple of seasons ago and with the advent of repeal the habit remained. The Plaza, which has a spot, goes on and on, with no fireworks but turning a steady profit.

In the last couple of months the scene has been considerably changed by the return of two well-known night club operators here in the past. One is Eddie Klein, who 10 years ago had a old mine in the old Garden Inn in East Liberty. Recently he took over the Tent Club, above. Duquesne Garden, changed the name to the 400 Club, installed a big show, and has thus far made something of an impression. The other is Joe Hill, who is manager of the Show Boat in its halcyon days. He's back at a new spot, the Music Box, a new niterie and a revamped one, and has a clientele of his own.

Restaurants have all made a dent in the legitimate night club channels. Every entry with a liquor license has installed a main band, a couple of pick-me-up acts, and a "show" dancing, a big show, naturally diverting business from other channels. Another thing that's arisen to plague the cafe business is the mushroom growth of so-called private clubs, where John Public is a member and can get a drink any hour of the day or the night. Liquor commission has lately clamped down on such clubs, however, and cafes are hopeful.

One other outcome of repeal is the exclusive gambling club, usually located on the outskirts of the city, where they play Joe's game, once again priced, if they stay downstairs to dance and watch the show, but if they go to the house it willing to chance the wheel or the table. These establishments are getting chiefly a late crowd, since they're protected and can run continuously.

If it has done nothing else, the return of booze has stabilized the

local night club industry, reducing everything to a few places, where the trade does pick up. In the past new night clubs used to appear at the rate of two a week and fold a fortnight later. Now, with a \$2,000 bond to put up and \$600 additional for the liquor license, the boys aren't so ready to take a chance. They'll help the legitimate spots this New Year's Eve, and they're counting on that, since every year the greatest upthrusting in the cafe field have taken place around this time of the season.

While volume of trade hasn't picked up materially, the takings have, with checks well above their ordinary average. This has permitted spots to splurge on talent, bringing in name acts occasionally and surrounding them with presentations that often eclipse those in the deluxe movie houses. Five years ago a name act in a niterie here was unheard of; today it's quite common.

Until a couple of weeks ago town had escaped the massive dance pandemonia so popular elsewhere. But now Sportsmen's Enterprises have taken over the Motor Square Garden, sports arena, redecorated it to the tune of \$20,000, and can accommodate around 3,000 dancers. Spot services only here. There's a charge of 50c per person, and it's getting a play from the middle class. The operators are bringing in name bands, but it's open only on week-ends.

Because, after all is said and done, Pittsburgh remains first, last and always a Saturday night town—a big, overgrown Wampum.

Yank Writers Stick In England for G-B

London, Dec. 24.

At Goodheart, Maurice Sigler and Al Hoffman, whom Campbell-Connelly imported from America for Simulcast songwriting, have had their contracts extended until next May.

Gaumont-British has payrolled the three American tunesmiths and given them further assignments.

Whidden Band Opens In Honolulu Dec. 31

Honolulu, Dec. 24.

Jay Whidden and band sailed Saturday (22) aboard the President Hoover for Honolulu. Combo opens New Year's Eve in the new ballroom at Young's hotel, inaugurating the winter season on the islands.

Advent of the Whidden band to Honolulu is expected to bring a rush of other name bands and talent to Hawaiian nite spots.

Pendleton Re-elected L. A. Musicians Prez

Los Angeles, Dec. 24.

Frank D. Pendleton has been re-elected president of musicians' local 47, F. of M. defeating his only opponent, George D. McHenry, by a vote of 723 to 187. Max Sturgis has no opposition to succeed himself as vice-president. Neither did Fred W. Forbes, recording secretary, and Ed W. Winters, treasurer.

representative. Ward Harrington was re-elected financial secretary over John J. Sewell.

Board of trustees comprises Doris Zeman, Adeline and Delores and Harry H. Silverman. Delegates to Federation convention are J. W. Gillette and Harry Baldwin.

San Antonio—Shows

San Antonio, Dec. 24.

Jimmie Arnold has stepped out of Blue Steele's band to organize an 11-piece combo for the Club Royale, one of town's numerous niteries. Doris Zeman, Adeline and Delores and Gene Rowden compose the floor show.

Shadowland holiday floor entertainment features Hank the Mule, Rose and Ray Lyle, Jordan trio, Young and Vernon and Delores and Collins, and Happy Pelton band. Daro and Costa, adagio team, were added to Omos Dinner club floor show.

Most Played on Air

To familiarize the trade with the tunes most on the air around New York, the following is the listing of the songs most played on the coast during the week's last week, in relative standing, according to the number of combined plugs on WEA, WJZ, WABC and WMOA.

Object of My Affection It's June in January Winter Wonderland Dancing with My Shadow Hands Stay Sweet as You Are You're the Top Santa's Coming to Town Continental An Invitation to Dance Follow My Secret Heart Pop Goes Your Heart Am I to Blame? Where Smoke, There's Fire Be Still My Heart What Difference Day Made You're the Top All Through the Night Because Once Upon Time Mr. and Mrs. Is the Name Out in Gold Again Flirtie, I Beloved But I Woke Up Too Soon Alabama Take Number from 1 to 10 A Needle in Haystack Am I the Father of You P. S.—I Love You You and Night and Music Love Is Just Around Corner With Every Breath I Take

TUNERS SCORE DOUBLE

Gilbert and Bernal Land Numbers in Separate Pic

Hollywood, Dec. 24.

L. Wolfe Gilbert and Felix Bernal have clicked for a second sale to pictures in a week. Pair have closed with RKO Radio for their number, "You Opened My Eyes," which will be featured in the Wheeler and Woolsey pic, "Murder in Tin Pan Alley."

Per day previously they scribbled "Becky Sharp," which Pioneer grabbed for its pic of that name.

5 NAME BANDS WILL PLAY BALTO AUTO SHOW

Baltimore, Dec. 24.

This year's Auto Show, sponsored by the Maryland Automobile Trade Association, slated for Jan. 21-28 at the Fitts, has attracted Armory here, is being promised to be most lavish motor-merchandising effort ever tried in Balto.

Five name bands have been inked in for the show, from Columbia Artists Bureau. Each crew will play single nite and will come in the order named: Paul Whiteman, Isham Jones, Joe Haymes, Ted Black and Freddie Bick. They were bought from CBS at \$10,000 for all. No other entertainment being arranged and there will be no dancing. Door admittance will be exacted.

Per day previously they scribbled in reconstructed Armory, which was destroyed by flames two years ago and rebuilt at a cost of \$1,500,000.

Black Cat, N.Y., Reopening With Beck's Orchestra

Harry and Jack Finkelstein re-open the Black Cat in Greenwich Village, Dec. 27.

Marty Beck's orchestra will head a show produced by Jack Pomeroy.

Yachters Set in Miami

Yacht Club Boys open at Barney Gallant's, Miami, Jan. 18. Velox and Toland and Sherr Fields' orchestra are also featured in the show. Quartet, recently back from London, made a short for Warners last week in Brooklyn and are being offered a term contract for a series of shorts. Abe Lastfogel (William Morris agency) is handling them.

ENDOR, FARRELL TO MIAMI

Hollywood, Dec. 24. Chic Endor and Charles Farrell, who closed at the Clover Club, left here Friday for Detroit where they'll open at the Detroit A. C. for two weeks opening Dec. 28. Then go to the Beach and Tennis Club, Miami, for the remainder of the Winter's season.

Publishers Ask Delay on Counter Shutdowns to Clear Legal Rights

FLOOR SHOWS OUT

Carter, Cleva, Going in for Name Bands Only

Cleveland, Dec. 24.

Anson Weeks' work was brought in by Carter Hotel to reopen its Rainbow room, one of town's class spots, and in set for two weeks. Vincent Lopez tentatively slated to follow.

Hotel is reversing its last year's policy, which included a chorus line and expensive revus. No floor show this season, and only other entertainment slated is Weeks' bands. Al Bannen's Continental Floor, which is going to Miami after the new year.

All New 'Blue' Slate Wins in 802 Election

The "Blue ticket," which represents the more radical element in the organization, won a sweeping victory last week in the first annual election held by the New York musicians' union, 802, since being granted local autonomy. Ballot count found every one of the current officers out, with the same applying to the executive and trial boards. Practically all the latter sought election on the yellow ticket. New elections take office Jan. 8.

Voted into office last week were William Fineberg, vice-president; Jacob Rosenberg, secretary; Harry Suber, treasurer; Richard McCann, Samuel Suber, William Alex Conaway, Jr., Anthony Muller, David Freed, William Laendner, Robert Sterne, Louis Sperandel and George Konik, members of the executive board; and Emil G. Balzer, Max Arons, George Schector, Edward Horn, C. G. McGibney, Sidney Feldman, Frank (Jazz) Garisto, Albert Kober, and E. J. Petrusello, members of the trial board.

McCann and Rosenberg received the appointments as delegates to the American Federation of Musicians' convention. Edward Canavan remains president for another year and a half. When the A. F. of M. convention last summer voted 802 local autonomy it stipulated that Canavan, an apolitical member of the International President, Joseph N. Weber, retain his office for two years.

New Coast Wax Plant to Speed Up Pop Releases

Hollywood, Dec. 24.

A record pressing plant for American Record company and Brunswick Phonograph, is being constructed at the rear of the Seward street plant of Consolidated Film Laboratories.

New building will house coast quarters for both American Record and Brunswick, which are subsidiaries of Consolidated Film Industries. Execs figure to have all coast recordings made for the Brunswick label, and the new plant will be shipped to all states west of the Mississippi. This method, it is expected, will give quicker release on pop numbers in the west.

Cut Down on Straus Band in Chi Casino

Chicago, Dec. 24.

After a week of operation under the new 'Hello Paris, Vienna Hello' show at the Casino the niterie has decided to cut down on the Johann Straus orchestra.

Cutting the roster from 85 men to 30.

Ramon and Rosita Busy

Hollywood, Dec. 24.

Ramon and Rosita, ballroom dancers, are opening in the new Forefront room at the Beverly Hills hotel on New Year's Eve. Pair also go into Warner's 'Gold-diggers of 1935.'

Publishing trade as represented in the Music Publishers' Protective Association has decided to ask the chain stores to defer shutting down any more sheet music counters until a study has been made of the legal questions involving the creation of a central shipping service for the syndicates. At a meeting of leading publishers last week John G. Paine, MPAA chairman, was delegated to make the inquiry and relay the request to the chain men.

Paine's assignment entails finding out which publishers have settled through agreements with Max Mayer, jobber, which bar them from central distributing alliances and whether they could participate in a warehousing service for chain stores. Mayer's agreements with nine leading publishers, gained during the trial of his conspiracy suit last spring, have until April to go.

In the event the Mayer situation can not be legally untangled, Paine has been authorized to urge the syndicates to bear along with the industry and keep their counters going until April.

Though some publishers strongly favor a central shipping service as demanded by the chains, others take the view that the loss of syndicate business would be made up for by an increase of sales among indie retailers. Publishers, expected shipping service or no special shipping service, the chains will maintain, as always, a sheet music counter as long as it shows a profit.

DISMISSAL ASKED IN COHAN COPYRIGHT SUIT

Counsel for the Richmond-Mayer Music Co. and Robbins Music Corp. last week sought to obtain from Justice Walsh in the New York Supreme Court a dismissal of the suit that George M. Cohan had brought in connection with his claim to the Fred A. Mills catalog. Defendants' lawyers argued that the state court had no jurisdiction over copyright matters, and that if the action was predicated on a violation of contract Cohan had no case because he couldn't show an agreement involving Richmond-Mayer or Robbins. The court reserved decision on the motion for dismissal.

In his complaint Cohan contended the late Fred A. Mills, publisher, had no authority to assign to Richmond-Mayer a group of Cohan tunes which included "Give My Regards to Broadway," "Little Johnny Jones" and "Yankee Doodle Dandy." Richmond-Mayer later disposed of this catalog to Robbins.

Cohan originally brought suit against the two firms in New York Federal Court. His counsel moved the issue to the state court after the federal tribunal granted the Richmond-Mayer and Robbins lawyers' motion for a dismissal, with a proviso that Cohan be allowed 30 days in which to file an amended complaint.

Relief Work Staggered For 576 L. A. Musicians

Los Angeles, Dec. 24.

Upwards of 576 of its unemployed members have been placed in local relief project work recently by musicians' local 47. Unmarried members, with no dependents, work six hours weekly on these assignments.

Married members and those with dependents work from eight to 24 hours weekly. Pay is at rate of 75c per hour.

Midwest Bands Switch

Chicago, Dec. 24.

Several switches in bands through the midwest, with the various nite spots getting set for the new year. Seymour Simon orchestra goes into the Hotel Schroeder, in Milwaukee; Jimmy Joy band into St. Paul hotel, St. Paul.

Bobby Meeker shifts into the Chase hotel, Louisville; Johnny Johnston orchestra takes over the rostrum at the Ambassador, Kansas City.

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